

## TxT Connection Privacy Policy

**Effective Date:** 8/25/2024

### Introduction

TxT Connection ("we," "our," or "us") values your privacy and is committed to safeguarding the personal information of our clients and their customers. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you interact with our loyalty and texting application services ("Services"). By using our Services, you consent to the practices described in this Privacy Policy.

### Information We Collect

We collect several types of information to provide, maintain, and improve our Services. The information we collect includes:

**1. Client Information:**

We collect information about our clients, including but not limited to:

- Business name and address
- Contact person's name, email address, and phone number
- Billing and payment details, including credit card information
- Any other information necessary for account setup, support, and management

2. This information is primarily used to establish and maintain the business relationship, manage billing, and provide ongoing support.

**3. Customer Information:**

Our Services may collect personal information from our clients' customers as part of the loyalty and texting application. This information may include:

- Names, phone numbers, and email addresses provided during customer check-in or registration
- Transaction history, including rewards earned and redeemed
- Responses to surveys or promotional messages sent through our platform

4. This data is used to enhance the customer experience, manage rewards programs, and deliver targeted communications.

**5. Usage Data:**

We collect information on how our clients and their customers interact with our Services, including:

- Log data such as IP addresses, browser types, operating systems, and timestamps
- Activity data including pages visited, features used, and interactions with our kiosks and dashboards
- Diagnostic data used to troubleshoot and improve the performance of our Services

6. Usage data helps us understand how our Services are used and identify areas for improvement.

## How We Use Information

The information we collect is used for a variety of purposes, including:

1. **Service Provision and Improvement:**

We use the information to deliver, maintain, and enhance our Services. This includes ensuring that our loyalty and texting application operates smoothly, processing transactions, and implementing new features.

2. **Account Management and Billing:**

Client information is used to manage accounts, process payments, and send invoices. We also use this information to communicate with clients regarding their subscription plans, renewals, and any changes to our Services.

3. **Customer Engagement:**

The customer information we collect is used to manage rewards programs, send targeted marketing messages, and conduct surveys. We aim to help our clients engage their customers more effectively by providing personalized experiences.

4. **Compliance and Legal Obligations:**

We may use and disclose information to comply with applicable laws, regulations, and legal processes. This includes responding to lawful requests from public authorities and preventing fraud or security breaches.

5. **Internal Analytics and Research:**

Usage data is analyzed to understand how our Services are being used, identify trends, and improve the overall user experience. We may also use aggregated and anonymized data for research and statistical purposes.

## Sharing of Information

TxT Connection is committed to protecting your information and will only share it in specific circumstances:

1. **With Service Providers:**

We may share information with trusted third-party service providers who assist us in delivering our Services. These providers are contractually obligated to use your information only for the purposes of providing services to us and must maintain the confidentiality and security of your information.

2. **For Legal Compliance:**

We may disclose information if required to do so by law or in response to a valid legal process, such as a subpoena, court order, or government request. This may also include sharing information to protect our rights, property, or the safety of our clients, customers, or the public.

3. **In Business Transfers:**

If TxT Connection is involved in a merger, acquisition, or sale of assets, client and customer information may be transferred as part of that transaction. We will notify clients of any such transfer and any changes to the privacy practices that may result.

## **Data Security**

We take data security seriously and implement a variety of technical and organizational measures to protect the information we collect from unauthorized access, alteration, disclosure, or destruction. These measures include, but are not limited to:

1. **Encryption:**  
We use encryption technologies to protect sensitive information, both in transit and at rest.
2. **Access Controls:**  
Access to personal information is restricted to authorized personnel who need the information to perform their job functions. We regularly review our access controls to ensure they are appropriate and up to date.
3. **Regular Security Audits:**  
We conduct regular security audits to identify potential vulnerabilities and implement corrective actions where necessary.

Despite our efforts, no method of transmission over the internet or electronic storage is completely secure. While we strive to protect your personal information, we cannot guarantee absolute security. In the event of a data breach, we will notify affected clients as required by law and take steps to mitigate the impact.

## **Your Rights**

Depending on your location and applicable privacy laws, you may have certain rights regarding your personal information, including:

1. **Right to Access:**  
You have the right to request a copy of the personal information we hold about you.
2. **Right to Rectification:**  
You have the right to request that we correct any inaccuracies in your personal information.
3. **Right to Deletion:**  
You have the right to request that we delete your personal information, subject to certain exceptions, such as fulfilling legal obligations.
4. **Right to Restrict Processing:**  
You have the right to request that we limit the processing of your personal information in certain circumstances.
5. **Right to Data Portability:**  
You have the right to request a copy of your personal information in a structured, commonly used, and machine-readable format.
6. **Right to Object:**  
You have the right to object to the processing of your personal information in certain situations.

To exercise any of these rights, please contact us at [service@txtconnection.com](mailto:service@txtconnection.com). We will respond to your request in accordance with applicable privacy laws.

### **Children's Privacy**

Our Services are not intended for use by children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete that information as soon as possible. If you believe that we may have collected information from a child under 13, please contact us at [service@txtconnection.com](mailto:service@txtconnection.com)

### **International Data Transfers**

If you are accessing our Services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States or other countries where our service providers are located. By using our Services, you consent to the transfer of your information to countries outside of your country of residence, which may have different data protection laws than those in your country.

### **Changes to This Privacy Policy**

TxT Connection reserves the right to update or modify this Privacy Policy at any time. Any changes will be posted on our website with an updated effective date. Clients are encouraged to review the Privacy Policy periodically to stay informed about our privacy practices. Continued use of our Services after the effective date of any changes constitutes acceptance of the revised Privacy Policy.

### **Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

TxT Connection  
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Riesel, TX 76682  
Email: [service@txtconnection.com](mailto:service@txtconnection.com)  
Phone: (254)262-5585