



PRIVACY POLICY

At our company, we take the privacy of our users very seriously. This privacy policy outlines how we collect, use, share, and protect the personal information you provide to us through our website. By using our website, you agree to the terms of this privacy policy. If you have any questions or concerns about this policy, please feel free to contact us at data.privacy@escala24x7.com.

Information We Collect:

We collect personal information when you visit our website, register on it, or send us a message through our contact form. This information may include your name, email address, mailing address, phone number, payment information, and other information you provide. We collect personal information you voluntarily provide, such as your name, email address, phone number, and other contact information, when you register on our website, send us an email, or fill out a form on our website. We may also collect payment information, such as credit or debit card numbers, when you make a transaction on our website. Additionally, we collect non-personal information such as IP address, browser type, and operating system that you use to access our website. We may use the personal information we collect to process your requests, provide you with information about our products and services, improve our website and services, and for other purposes related to our business. We may share personal information with third parties to the extent necessary to process your requests, comply with applicable law, or protect our rights, property, or safety, or that of our users or others. We are committed to protecting the privacy and security of the personal information we collect. We use reasonable security measures to protect personal information against unauthorized access, disclosure, or destruction. However, we cannot guarantee the security of information you transmit over the Internet.

How We Use Your Information:

We use the personal information we collect to provide you with our products and services, process your requests, provide you with information about our products and services, improve our website and services, and for other purposes related to our business. We may also use the personal information we collect to send you promotional emails or text messages about our products and services. If you do not wish to receive such communications from us, you can opt out at any time. We may share personal information with third parties to the extent necessary to process your requests, comply with applicable law, or protect our rights, property, or safety, or that of our users or others. Additionally, we may use your personal information to:

- Provide you with the services and products you request.
- Personalize your experience on our website.
- Communicate with you about our products and services, promotions, and special events.
- Conduct statistical analysis and improvements on our website.
- Sharing Your Information:
 - We do not share your personal information with third parties, except where necessary to provide you with our services or fulfill a legal obligation.

How We Share Your Personal Information:

We may share your personal information with third parties under certain circumstances. For example:

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- We may share your personal information with external service providers who assist us in processing your requests and providing you with our products and services. These service providers are contractually obligated to protect your personal information and use it only for the purposes for which it was provided.
- We may share your personal information with affiliated companies for legitimate business purposes.
- We may share your personal information if necessary to comply with a court order or to comply with applicable law.
- We may share your personal information to protect our rights, property, or safety, or that of our users or others.
- In any case, we will ensure that any disclosure of your personal information is done in accordance with applicable law and is limited to what is strictly necessary.
- We may also share information that does not personally identify you, such as aggregated statistics or information about the use of our website, with third parties for market research, advertising, or other legitimate business purposes.

How We Protect Your Information:

We take reasonable security measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction. However, please note that no security measure is completely foolproof, and we cannot guarantee the security of your information. We take the protection of the personal information we collect seriously and employ reasonable security measures to safeguard it against unauthorized access, disclosure, or destruction. Some of the measures we use include: (i) Limiting access to personal information only to employees, contractors, and agents who need to know it to provide our products and services; (ii) Using strong passwords and encryption to protect personal information; (iii) Using firewalls and security software to protect our system against attacks and viruses; (iv) Keeping systems and software up to date with the latest security updates; (v) Regularly backing up personal information to prevent loss or damage. While we take these reasonable measures to protect your information, it's important to understand that no data transmission or storage system can be guaranteed to be 100% secure. Therefore, we cannot ensure or warrant the security of any information you transmit to us or store on our website, and you do so at your own risk.

Data location

We value the privacy of our visitors and want them to understand how and where their data is stored. The information collected through our website is stored on servers provided by Webflow, our web hosting service provider. Additionally, to better understand the behavior of our visitors and enhance user experience, we utilize Google Analytics, which gathers statistical data such as geographic location, device used, time spent on our site, among other aspects. We do not collect personally identifiable information unless it is provided directly by you. We recommend reviewing the privacy policies of Webflow (<https://webflow.com/legal/terms>) and Google Analytics (<https://marketingplatform.google.com/about/analytics/terms/us/>) for more details on how they handle and protect your information.

Access to Your Information:

You have the right to access, correct, or delete any personal information you have provided through our website. If you wish to exercise this right, please contact us using the contact information provided in this

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privacy policy. We strive to respond to all requests for access, correction, or deletion within a reasonable timeframe and in accordance with applicable laws. Please note that we may need to verify your identity before processing your request. Certain exceptions and limitations to the right of access, correction, or deletion of your personal information may apply as permitted by applicable law. If we are unable to provide you with access to your personal information, we will inform you of the reasons for denial, to the extent possible.

Personal Information of Minors:

We do not knowingly collect, solicit, or require personal information from minors, except in cases where it is provided with the consent and supervision of a parent, legal guardian, or other responsible adult. If we discover that we have collected personal information from a minor without the consent of a responsible adult, we will promptly delete it. If you are a parent, legal guardian, or other responsible adult and believe that your minor child has provided us with personal information without your consent, please contact us using the contact information provided in this privacy policy, and we will take steps to remove the personal information as soon as possible.

Information Collection by Third Parties:

Other companies or third parties, including advertising service providers, analytics providers, or social media networks, may collect personal information about your activities on our website or online over time and across different websites when you interact with our website. These companies or third parties may use tracking technologies such as cookies, web beacons, and scripts to collect this information. They may also collect personal information directly from you, such as your IP address or contact information if you sign up to receive emails or newsletters. This privacy policy does not apply to the collection of personal information by these other companies or third parties. We recommend reviewing the privacy policies of these companies or third parties for more information about their privacy practices and how to opt out of their tracking. We do not have control over the privacy practices of other companies or third parties, and we are not responsible for them. However, we work with advertising and analytics service providers who are committed to complying with applicable privacy laws and offer opt-out choices for tracking cookies.

Retention of Personal Information:

We will retain your personal information for as long as necessary for the purposes set out in this privacy policy, unless the law requires or permits a longer retention period. For example, we may need to retain certain personal information for a longer period of time to comply with legal, tax, or accounting obligations. When we no longer need your personal information for the purposes set out in this privacy policy, we will delete or anonymize it so that it can no longer be identified as an individual. We may also retain certain personal information for legitimate archival, research, or statistical purposes. For example, we may retain certain personal information if necessary to protect our legal interests, such as in the case of ongoing litigation.

User Rights Regarding Personal Information:

In accordance with applicable privacy laws, you have certain rights concerning your personal information. Below, we explain your rights and how you can exercise them:



- Right to Access: You have the right to request access to the personal information we hold about you. If you wish to exercise this right, please contact us, and we will do our best to provide you with the requested information.
- Right to Rectification: If the personal information we hold about you is inaccurate or incomplete, you have the right to request that we correct or complete it.
- Right to Erasure: Under certain circumstances, you have the right to request that we delete the personal information we hold about you. However, please note that we may not be able to fulfill this request if the personal information is necessary to fulfill our legal or contractual obligations.
- Right to Object: You have the right to object to the processing of your personal information in certain circumstances, such as when your personal information is processed for direct marketing purposes.
- Right to Data Portability: If you have provided us with your personal information, and we are processing it with your consent or to fulfill a contract, you have the right to request that we provide you with the information in a structured, common, and machine-readable format.

To exercise any of these rights, please contact us using the contact details provided at the end of this privacy policy. We may need to verify your identity before fulfilling your request. We will do our best to respond to your request as soon as possible and, in any case, within the timeframes established by applicable privacy laws.