

## **Privacy Policy**

**Effective Date:** July 18,2025

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### **1. Introduction**

This Privacy Policy explains how Twin Peaks Online Corporation ("TwinPeaks", "we", "us", or "our") collects, uses, shares, and protects your personal information when you interact with our software, websites, mobile applications, or related services.

This policy applies to all users of our services, including customers of Zbake, MyOnlineBakery and Android apps such as POMePOS, POMeTIME, and POMeROUTE.

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### **2. Information We Collect**

#### **A. Information You Provide**

We collect information you voluntarily submit to us, such as:

- Name, company name, email address, phone number, and job title
- Login credentials and preferences
- Billing, payment, or invoicing information
- Communications you send to us through support, email, or chat

#### **B. Usage & Device Information**

We may automatically collect certain technical data such as:

- Browser type, device type, and IP address
- Pages visited, time on site, and interaction data
- Application crash logs or feature usage metrics

This helps us troubleshoot issues, improve usability, and analyze overall performance.

#### **C. Third-Party or Linked Data**

If you connect third-party integrations to our services (e.g., accounting, POS, EDI tools), we may receive and store the relevant data shared by those services based on your settings.

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### **3. How We Use Your Information**

We use your data for the following legitimate business purposes:

- To operate and improve our software and mobile applications
- To create and manage your account
- To respond to customer support requests
- To process and reconcile payments
- To send system alerts, outages, feature updates, and onboarding emails

We use tokenization to process payments in compliance with PCI DSS standards. Full credit card numbers are never stored on our servers, and user data is encrypted both at rest and in transit.

We may use anonymized, aggregated data for internal research, product improvements, or business benchmarking.

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### **4. Cookies and Tracking**

Our services use cookies and tracking technologies to improve performance and personalize your experience. These include session cookies, persistent cookies, and analytics tools such as Google Analytics.

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### **5. Third-Party Integrations and Subprocessors**

We work with carefully selected third-party service providers ("subprocessors") who assist us in delivering specific features. These include:

- Secure payment processing

- APIs and other services that support EDI (Electronic Data Interchange)
- Hosting, cloud backup, print server integrations, and email delivery tools

These subprocessors are contractually required to safeguard personal information and may only access data as necessary to perform their functions.

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## **6. Use of Customer Logos, Names, and Testimonials**

By using our services, you grant Twin Peaks Online Corporation a perpetual, royalty-free right to use your company's name, logo, and non-confidential information (such as city, industry, or general platform usage) in marketing or reference materials.

This includes usage on our website, in sales materials, demo decks, or in client presentations. We will not disclose sensitive or proprietary information without your explicit consent.

If you wish to opt out of this use, contact us at [support@twinpeaks.net](mailto:support@twinpeaks.net).

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## **7. Cross-Border Data Transfers**

As a U.S.-based company, we may transfer your data internationally for storage, processing, or technical support.

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## **8. Data Retention and Deletion**

We retain your personal information only as long as needed to fulfill the purposes outlined in this Privacy Policy or as required by law.

You may request that we delete your data by contacting [support@twinpeaks.net](mailto:support@twinpeaks.net). In most cases, we will complete deletion within 30 days. However, certain information may be retained for legal, financial, or recordkeeping purposes, including:

- Invoicing history
- Tax reporting
- Compliance or audit records

When data is deleted, it is securely removed from active systems and scheduled for purge from backups within 60 days. If you request cancelation of account, data may not be deleted, but placed on hold.

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## **9. Your Privacy Rights**

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Correct inaccurate or outdated information
- Request deletion of your personal data
- Object to certain processing activities
- Request data portability (e.g., in machine-readable format)

To submit any of these requests, email [support@twinpeaks.net](mailto:support@twinpeaks.net). We will respond within the timelines required by law.

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## **10. Data Security**

We use industry-standard security measures to protect your information, including SSL encryption, password hashing, firewall protection, secure cloud infrastructure, and least-privilege access protocols.

Payment information is handled by PCI DSS-certified third-party providers. We do not store full credit card numbers, and user information is encrypted in storage and during transmission.

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## **11. Children's Privacy**

Our services are not intended for children under the age of 13, and we do not knowingly collect personal data from minors. If you believe we've collected such information in error, contact us for immediate deletion.

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## **12. Changes to This Policy**

We may update this Privacy Policy to reflect changes in our business practices or applicable laws. When we do, we'll revise the "Last Revised" date above.

If we make significant changes, we may notify you by email, within the app, or through your account dashboard.

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## **13. Contact Us**

If you have questions, requests, or concerns about this Privacy Policy, contact us at:

**Name:** Twin Peaks Online Corporation

**Address:** 16192 Coastal Highway, Lewes, Delaware 19958

**Phone:** (626) 793-7223

**Email:** support@twinpeaks.net