

TENDY

MARKETING CONSENT & NOTIFICATIONS POLICY

Last Updated: 22 April 2026

1. Purpose

This Marketing Consent & Notifications Policy (“Policy”) explains how Tendy LLC, a limited liability company incorporated under the laws of the Cayman Islands (“Tendy”, “we”, “us”, or “our”), obtains and manages user consent and preferences for marketing and non-marketing communications in connection with the Tendy user interface, including our website, web app, Telegram-based experiences, and related interfaces and support channels (collectively, the “Interface”).

2. Scope

This Policy applies to communications we send or facilitate through the Interface, including (as available):

- Telegram notifications (e.g., bot messages, announcements, alerts).
- Email communications (e.g., product updates, newsletters, promotions).
- In-app / in-Interface messages (e.g., banners, inbox messages).
- Other channels we may introduce (e.g., SMS, push notifications), if enabled in the Interface.

This Policy does not replace or override our Privacy Policy or Terms of Use. Where this Policy uses terms like “consent” or “marketing”, those terms should be interpreted in line with applicable data protection and marketing laws.

3. Key Definitions

For purposes of this Policy:

- **“Marketing Communications”** means messages intended to promote or advertise the Interface, features, products, programs, rewards, referrals, events, or similar promotional content.
- **“Service Communications”** means non-promotional messages necessary to operate the Interface or keep users informed, such as security alerts, major incident notices, authentication messages, receipts/confirmations, and essential policy updates.
- **“Preferences”** means the settings and choices you make about whether and how you receive communications (for example, Telegram notifications on/off, email opt-in/opt-out).
- **“Opt-In”** means a clear affirmative action by you indicating that you want to receive Marketing Communications through a particular channel.
- **“Opt-Out”** means a mechanism allowing you to stop receiving Marketing Communications through a particular channel.

4. Consent Principles

We design our consent flows to be clear, specific, and user-controlled. In practice, this means:

- **Affirmative action:** Marketing Communications are enabled only after you take a clear action (e.g., checking a box, toggling a setting, confirming in-channel).
- **No pre-ticked boxes:** Where a checkbox is used, it is presented empty by default and requires your deliberate selection.

- **Separate from Terms acceptance:** Acceptance of the Terms of Use is required to use the Interface; Marketing Communications are optional and require separate selection where required by law.
- **Granular choice:** Where feasible, you can choose by channel (Telegram vs email) and by category (service vs marketing).
- **Easy withdrawal:** Opting out is intended to be as easy as opting in, using in-product controls, in-message controls, or by contacting us.
- **No dark patterns:** We avoid deceptive interfaces that pressure or confuse users into opting in.

5. How We Obtain Consent

Depending on the channel and feature, consent may be obtained through one or more of the following mechanisms:

5.1 Interface Sign-In / Onboarding Checkbox

Where we use a checkbox at sign-in or onboarding:

- The checkbox is displayed empty by default.
- The text clearly distinguishes Marketing Communications from Service Communications.
- If marketing consent is required by law for a channel, you will not receive marketing via that channel unless you opt in.

5.2 In-Interface Preferences

The Interface may offer settings that allow you to enable or disable particular types of notifications. Where applicable, toggles will be clearly labeled and will take effect promptly.

5.3 Telegram Consent

Telegram messages are typically delivered through your interaction with a bot or Telegram UI. We treat Telegram marketing as opt-in where required by law and follow channel best practices:

- We send Marketing Communications on Telegram only to users who have initiated interaction and/or enabled the relevant preference.
- We provide a practical opt-out path (for example, an in-bot setting, an “unsubscribe” command, or instructions to stop/disable the bot).
- We distinguish Service Communications (security/operational) from promotional messages where feasible.

5.4 Email Consent

If email marketing is enabled, we aim to follow a high-integrity opt-in approach:

- Opt-in is collected through an explicit action (e.g., checkbox/toggle).
- We may use a confirmation step (e.g., confirmation email) where appropriate for quality and abuse prevention.
- Every marketing email includes an unsubscribe mechanism that is intended to work without friction.
- Service emails (e.g., security alerts) may be sent regardless of marketing opt-in where necessary to operate the Interface.

6. What We Send and When

6.1 Service Communications

Examples include:

- Authentication and account access messages.
- Security alerts and suspected compromise notices.
- Incidents, downtime notices, or critical bug/security fix notices.
- Material policy updates required for continued use of the Interface.

6.2 Marketing Communications

Examples include:

- Feature launches and product announcements.
- Program, rewards, and referral updates and promotional campaigns.
- Educational content, events, and community announcements intended to promote engagement.
- Reactivation or “we miss you” messages.

6.3 Frequency and Content Controls

We aim to avoid spammy patterns. As operational practice we may implement measures such as:

- Frequency caps for marketing messages (e.g., limiting how often we send promotions).
- Segmentation (sending only what is relevant to the user’s selected preferences).
- Suppression lists (ensuring opted-out users do not receive marketing via that channel).
- Monitoring for complaints/abuse signals and adjusting campaigns accordingly.

7. Opt-Out and Preference Management

You can control Marketing Communications through one or more of the following methods (depending on channel availability):

- Interface settings (notification toggles, marketing preference toggles).
- Telegram controls (e.g., bot settings/commands or disabling the bot).
- Email unsubscribe link (for marketing emails).
- Contacting us using the details in Section 12 (Contact).

If you opt out of Marketing Communications, we may still send Service Communications where necessary for security and Interface operation.

8. Recordkeeping and Auditability

We may maintain records of consent and preference changes to demonstrate compliance and to operate our suppression and preference systems. Records may include the date/time of opt-in or opt-out, channel, method (checkbox/toggle/command), and a minimal identifier (e.g., email or Telegram user ID).

9. Third-Party Service Providers

We may use service providers to help deliver communications (for example, email delivery providers, analytics providers, customer support tools, and communications infrastructure). Where providers process

personal data on our behalf, we seek to implement appropriate contractual and technical safeguards consistent with this Policy and our Privacy Policy.

10. International Delivery and Cross-Border Processing

Because communications infrastructure and providers may operate globally, your personal data may be processed in countries other than the country where you live. Where required by applicable data protection laws, we implement safeguards designed to protect personal data during cross-border transfers.

11. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we will update the “Last Updated” date above and, where required by applicable law, provide additional notice through the Interface or other reasonable means.

12. Contact

Questions, requests, or complaints regarding marketing consent or notifications can be directed to:

Tendy LLC

Email: contact@tendy.me