

# TriLitCo LLC Privacy Policy

## LAST UPDATED: NOVEMBER 2024

TriLitCo LLC (“Company”) is committed to maintaining robust privacy protections for its users. This Privacy Policy (“Policy”) explains how we collect, use, safeguard, and share the information you disclose when using our website (“Site”) and services (“Services”).

For purposes of this Policy:

- "Site" refers to the Company’s web pages at @TriLitCo.com.
- "Services" mean the offerings accessed via the Site, including but not limited to the operation of the Site, features, applications, widgets, and functionalities provided by the Company.
- "Company" includes TriLitCo LLC and its affiliates.

The terms “we,” “us,” and “our” refer to the Company. The terms “you” and “your” refer to any user of our Site or Services. By accessing or using the Site or Services, you consent to the collection, storage, use, and disclosure of your Personal Information as described in this Policy.

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## I. Information We Collect

We collect two types of information about you: Non-Personal Information and Personal Information.

- Non-Personal Information: This includes information that does not personally identify you, such as:
  - Anonymous usage data;
  - General demographic data;
  - Browser type, operating system, and device type.
- Personal Information: This refers to data that can directly or indirectly identify you, such as:
  - Name, email address, phone number, and other contact details;
  - Any information you provide during account registration, onboarding, use of our Services, or engagement with our third-party providers or vendors.

Cookies and Tracking Technologies:

We use technologies like cookies, web beacons, and unique advertising identifiers to automatically collect certain technical information when you use our Site or Services, such as your IP address and browsing behavior. These tools allow us to:

- Administer and analyze Site performance;
- Enhance usability and functionality;
- Deliver personalized content and advertisements.

By using our Site or Services, you consent to our use of these technologies, as described in this Policy.

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## II. How We Use Your Information

We use the collected information for these purposes:

1. Communication: Responding to inquiries, providing requested services, and sending important notifications.
2. Improvement: Enhancing the Site and Services through analysis of overall user behavior and preferences.

3. Marketing: Subject to your consent, sending you promotional messages, offers, or updates about TriLitCo.
  4. Security and Functionality: Protecting the Site, Services, and your data from unauthorized access, misuse, or breaches.
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### **III. Information Sharing**

TriLitCo does not sell, trade, or rent your Personal Information to third parties for their marketing purposes. However, we may share your information in the following instances:

- With Service Providers: Your information may be shared with trusted third-party vendors and service providers who perform tasks for the Company or on your behalf (e.g., hosting providers, marketing agencies). These entities must comply with this Policy.
  - For Legal Obligations: If required to comply with applicable laws, regulations, or to respond to lawful requests, we may disclose your information.
  - Business Transfers: In the event of a merger, acquisition, or asset sale, your data may be involved in the transfer. By using our Site or Services, you acknowledge that these transfers may occur.
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### **IV. Data Protection**

TriLitCo implements reasonable technical, organizational, and administrative measures to protect your information from unauthorized access, disclosure, alteration, or destruction. Security measures include:

- HTTPS Encryption: All data transferred via the Site is encrypted using HTTPS protocols.
- Firewalls: Securing our network with advanced firewalls.
- Account Protection: Your account is protected by a password you create. We encourage you to safeguard your password and avoid storing it in unsecured locations.

While we make every effort to secure your data, no method of storage or transmission is 100% secure. By using our Site or Services, you acknowledge and accept these inherent risks.

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### **V. Your Communication Preferences**

You have the right to manage how we contact you:

1. Marketing and Promotional Communication: You can opt out of receiving promotional emails at any time by clicking the “unsubscribe” link included in our emails.
  2. Mandatory Notifications: Administrative emails (e.g., privacy policy updates, account alerts) will still be sent, as these are necessary for maintaining your account.
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### **VI. Third-Party Links**

Our Site may contain links to external websites or applications not operated or controlled by TriLitCo. We are not responsible for the content, privacy policies, or practices of these third-party platforms. We advise that you carefully review their privacy policies before engaging with those platforms. This Policy applies solely to the data collected by TriLitCo.

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## VII. Business Transfers

In case of a merger, acquisition, or other fundamental business changes, your data may be transferred as part of the Company's assets. Such transfers are permitted under this Policy.

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## VIII. Changes to this Privacy Policy

We reserve the right to modify this Policy at any time. Substantive changes will be communicated by:

- Posting notices on the Site; and/or
- Sending an email to registered users.

Any changes will take immediate effect upon posting. We encourage you to periodically review the Policy for updates.

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## IX. Contact Information

If you have questions, concerns, or inquiries about this Privacy Policy or TriLitCo's data practices, please contact us at:

Email: [support@triliteco.com](mailto:support@triliteco.com)

## TRILITCO LLC PRIVACY POLICY

LAST UPDATED: SEPTEMBER 2023

TriLitCo LLC ("Company") is committed to maintaining robust privacy protections for its users. This Privacy Policy ("Privacy Policy" or "Policy") is designed to help you understand how we collect, use, safeguard, and share the information you provide to us or disclose by using or interacting with our website ("Site") or service(s) ("Service" or "Services").

For purposes of this Policy, "Site" refers either to the Company's webpages at [@TriLitCo.com](http://@TriLitCo.com). By "Service" or "Services", we mean the Company's services accessed via the Site, including but not limited to provision, operation, and availability of the Site and any websites, features, applications, widgets, and other services provided or made available by Company that point to this Policy. And when we refer to "Company", we mean not only Company but also its affiliates.

The terms "we," "us," and "our" refer to Company. "You" refers to you, a user of our Site or our Services, or both. Users of the Site or Service may be clients, merchants or service providers, or Site visitors. By accessing our Site or our Service, you accept our Privacy Policy and Terms of Use and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

### I. INFORMATION WE COLLECT

We collect both Non-Personal Information and Personal Information. Non-Personal Information means information that cannot be used to personally identify you, including anonymous usage data, general demographic information, and browser type. Personal information is defined as information that can,

separately or together with other information, be used to personally identify you, such as your name, email address, and phone number.

Technologies such as cookies, web beacons, web storage, and unique advertising identifiers may be used to automatically collect certain technical information when you use our Site or Services. Such usage is intended to administer and analyze users' use of the Site and Services, improve functionality, and deliver personalized content and advertisements.

In addition to the information collected automatically, we may also collect information that you provide us. This includes information provided during account registration, use of the Site, access to the Services, onboarding and client intake processes, and engagement with third-party or participating vendors or providers. By registering an account or providing information during the client-intake process, you authorize us to collect, store, use, and share this information as reasonably necessary to serve rational purposes.

## **II. INFORMATION SHARING**

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent, or otherwise share your Personal Information for marketing purposes without your prior consent. We may however share Personal Information with vendors and other providers as reasonably necessary for them to perform services for you or the Company. Such third parties will use your Personal Information only at our direction and in accordance with this Privacy Policy.

## **III. DATA PROTECTION**

We implement reasonable security measures that are designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by creating a complex password that meets parameters and by not disclosing your password or storing it in an insecure browser's password manager. We further protect your information from potential security breaches by implementing certain technological security measures including site-level HTTPS encryption, network-based firewalls, and secure socket layer technology. But these measures do not guarantee that your information will not be accessed, disclosed, altered, destroyed, or compromised as a result of a breach. By accessing our Site and using our Services, you acknowledge that you understand and agree to assume these risks.

## **IV. COMMUNICATION PREFERENCES**

You have a right at anytime to prevent us from contacting you for marketing or promotional purposes. When we send a promotional communication to a user via email, the user can opt out of further promotional communications by following the instructions to unsubscribe provided in our promotional emails. But please note that despite the promotional preferences you indicate by properly unsubscribing or opting out of promotional content, we may continue to send you emails for such administrative purposes as alerting you to a security breach or an update to our Privacy Policy.

## **V. THIRD-PARTY LINKS**

As part of our Service, we may provide links to or compatibility with other websites or applications. But we are not responsible for the privacy practices implemented by those websites or the information they contain. This Privacy Policy applies solely to information collected by us through our Site and Services; it does not apply to your use of a third-party website accessed by clicking or copying and pasting a link on our Site or via our Service. Therefore, we highly recommend that you read the privacy statements of each and every website we link to before navigating to them.

## **VI. FUNDAMENTAL BUSINESS CHANGES**

In the event we undergo a fundamental business change such as a merger, acquisition by another company, or sale of all or a portion of our assets, your information may be among the assets transferred. You acknowledge and understand that such transfers may occur and are expressly contemplated by this Privacy Policy.

## **VII. POLICY CHANGES**

We reserve the right to change this policy at any time and for any reason, whether with or without notice. We aim to—but are not required to—notify you of any material changes to our Privacy Policy by sending a notice via email or placing a prominent notice on our site. Any changes have immediate effect. Therefore, you should periodically check this Privacy Policy (as updated) to ensure you are adequately apprised of how your information may be collected, used, stored, protected, and shared.

If you have any questions regarding this Privacy Policy or the information practices of this Site operator, please contact us by sending an email to [support@trilitco.com](mailto:support@trilitco.com).