

PRIVACY POLICY

THIS PRIVACY POLICY DESCRIBES IN DETAIL THE TYPES OF PERSONAL INFORMATION COLLECTED AND RECORDED BY NOVA ECHO LLC, OR ANY WEBSITES ASSOCIATED WITH NOVA ECHO LLC AND HOW WE USE IT. PLEASE REVIEW THIS PRIVACY POLICY AND OUR TERMS OF SERVICE IN THEIR ENTIRETY BEFORE USING OUR WEBSITES NOVAECHO.AI, APP.NOVAECHOCRM.COM, UNIVERSITY.NOVAECHO.AI, NOVAECHO.IO, NOVAECHO.CO, AS WELL AS ANY OTHER MEDIA FORM, MEDIA CHANNEL, MOBILE WEBSITE, OR MOBILE APPLICATION RELATED, LINKED, OR OTHERWISE CONNECTED THERETO (COLLECTIVELY, THE "SITE") TO CONFIRM YOUR ACCEPTANCE HEREOF.

NOTICE TO PARENTS

OUR SITE IS NOT INTENDED FOR ANY CHILDREN UNDER THE AGE OF 18. WE HAVE IMPLEMENTED REASONABLE METHODS TO RESTRICT THE ABILITY OF CHILDREN UNDER 18 TO ACCESS OUR SITE. WE URGE YOU TO MONITOR AND SUPERVISE YOUR CHILDREN'S INTERNET ACTIVITIES. IF YOU ARE THE PARENT OR GUARDIAN AND BELIEVE YOUR CHILD HAS PROVIDED US WITH PERSONAL INFORMATION, PLEASE CONTACT US AT SUPPORT@NOVAECHO.AI TO REQUEST DELETION.

- 1. Commitment to Online Security.** We employ physical, electronic, and managerial procedures to safeguard the security and integrity of personal information. Personal information is accessible only by staff designated to handle online requests or complaints. Our agents and contractors with access to personal information on the Site share our security standards.
- 2. No Liability for Acts of Third Parties.** We will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry-standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, we shall not be liable for unauthorized disclosure of personal information due to no fault of ours including, but not limited to, errors in transmission and unauthorized acts of our staff or third parties.
- 3. Log Files.** Like many other Web sites, Nova Echo LLC ("Company", "Nova Echo", "we", "us", or "our"), or any websites associated with us may make use of log files. These files merely log visitors to the Site – usually a standard procedure for hosting companies and a part of hosting services' analytics. The information inside the log files includes internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and possibly the number of clicks. This information is used to analyze trends, administer the site, track user's movement around the site, and gather demographic information. IP addresses, and other such information are not linked to any information that is personally identifiable.
- 4. Cookies.** A cookie is a small amount of information downloaded to your computer or device when you visit our Site. We use several different cookies, including functional, performance, advertising, and social media or content cookies. Cookies improve your browsing

experience by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the Site or browse from one page to another. Cookies also provide information on how people use the website, for instance, whether it's their first time visiting or if they are frequent visitors.

The length of time that a cookie remains on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies last until you stop browsing, and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience, and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser's "Tools" or "Preferences" menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser's help file or through such sites as: www.allaboutcookies.org.

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt out of certain uses of your information by these parties, please follow the instructions in the "Behavioral Advertising" section below.

5. **Do Not Track.** Please note that because there is no consistent industry understanding of how to respond to "Do Not Track" signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.
6. **Changes.** We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.
7. **DoubleClick DART Cookie.** Google, as a third-party vendor, may use cookies to serve ads on our Site, and its use of the DART cookie may enable it to serve ads to our Site's visitors based upon their visit to our Site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy [here](#).
8. **Our Partners.** Some of our partners may use cookies and web beacons on our site. Our partners each have their own Privacy Policy you should review for more detailed information on their practices and instructions about how to opt-out of certain practices. Our partners include:

GoHighLevel <https://www.gohighlevel.com/cookies-policy>

Stripe <https://stripe.com/legal/cookies-policy>

Kajabi <https://legal.kajabi.com/policies/cookie-notice>

Twilio <https://www.twilio.com/en-us/legal/privacy#cookies-and-tracking-technologies>

Slack <https://slack.com/trust/compliance>

Jotform <https://www.jotform.com/cookie-policy/>

These third-party servers or networks use technology in their respective advertisements and links that appear on our Site and which are sent directly to your browser. They automatically receive your IP address when this occurs. Other technologies (such as cookies, JavaScript, or Web Beacons) may also be used by our Site's third-party networks to measure the effectiveness of advertising campaigns and/or to personalize the advertising content that you see on the Site. We do not have access to or control over these cookies used by third-parties.

- 9. Behavioral Advertising** As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

We use **Google Analytics** to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising. Check how to do so in the following platforms:

Facebook <https://www.facebook.com/settings/?tab=ads>

Google <https://www.google.com/settings/ads/anonymous>

TikTok <https://ads.tiktok.com/help/article/edit-ad-settings?redirected=2>

Instagram https://help.instagram.com/811572406418223/?helpref=uf_share

LinkedIn <https://www.linkedin.com/mypreferences/d/categories/ads>

Youtube https://www.youtube.com/intl/en_us/howyoutubeworks/user-settings/ad-settings/

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>

- 10. Chat Rooms, Forums and Bulletin Boards.** If you participate in our chat room, discussion forum, or post messages or reviews on our Site, you should be aware that the information disclosed and shared will be broadly available to other persons, both inside of and/or outside our organization who have access to that chat room, forum or bulletin board. Also, a participant's expressed opinion is his or her own and should not be considered as reflecting the opinion of Nova Echo.
- 11. Links to Other Web Sites.** Our Site may contain links to other websites. We are not responsible for the privacy practices or the content of those other websites.
- 12. Online Privacy Policy Only.** This privacy policy applies only to our online activities and is valid for visitors to our website and regarding information shared and/or collected there and

or all websites/opt in forms produced by us. This policy does not apply to any information collected offline.

- 13. Limited Uses Identified.** Without your prior consent, we will not use your personal identifiable information for any purpose other than for marketing and for the purpose for which it is submitted. We use personal identifiable information to reply to inquiries, handle complaints, provide operational notices, and in program record-keeping. We also process billing and business requests related to our Site participation.
- 14. Opt-Out Right.** You have the right at any time to cease permitting personal information to be collected, used, or disclosed by us and/or by any third parties with whom we have shared and/or transferred such personal information. Right of cancellation may be exercised by contacting us by e-mail or mail using the details provided under “Contact” above. After processing the cancellation, we will delete your personal information from our database.
- 15. Access Rights to Data.** Upon your request, we will provide a reasonable description of your personally identifiable information that we maintain in our data bank. We can be contacted by e-mail or mail using the details provided under “Contact” above. If your personal information changes, or if you note an error upon review of the information that we have on file for you, please promptly contact us by e-mail or mail using the details provided under “Contact” above and provide the new or correct information.
- 16. Your California Privacy Rights.** Beginning on January 1, 2005, California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal information for our direct marketing purposes. To make such a request, please contact us by e-mail or mail using the details provided under “Contact” above. Within 30 days of receiving such a request, we will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year.
California’s privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.
- 17. Consent.** By using our websites, you hereby consent to our Privacy Policy and Terms of Service. Any dispute over privacy between you and Nova Echo is subject to the provisions of this Privacy Policy and to our Terms of Service, which is hereby incorporated herein and which can be read at [Terms of Service](#).

If, after reviewing this policy, you have additional questions, want more information about our privacy practices, or would like to make a complaint, please contact us by e-mail at support@novaecho.ai or by phone at (561) 475-1497.