

SortSimpli Privacy Policy

Effective Date: October 31, 2024

SortSimpli, owned and operated by SortSimpli LLC ("Company," "we," "us," or "our"), is committed to protecting your privacy. This Privacy Policy ("Policy") explains how we collect, use, disclose, and safeguard your information when you use the SortSimpli mobile application ("App") and related services ("Services"). By using the App, you consent to the data practices described in this Policy.

1. Information We Collect

We collect the following categories of information:

1.1 Personal Information

Information that identifies you as an individual, including:

- Full name
- Email address
- Phone number
- Mailing address
- Billing and payment details (e.g., credit card information)

1.2 Demographic Information

Non-identifiable information, such as:

- Age
- Gender
- General location (e.g., city, state)

1.3 User-Generated Content

- Photos, descriptions, and other content you upload to organize your belongings.

1.4 Automatically Collected Data

When you use the App, we may automatically collect:

- Device information (e.g., IP address, operating system, browser type).

- App usage data (e.g., features accessed, duration of use).
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2. How We Use Your Information

We use your information to:

- Provide and improve the Services.
 - Process transactions and fulfill purchases.
 - Communicate with you about your account, inquiries, or updates.
 - Send promotional offers or recommendations based on your preferences.
 - Ensure compliance with legal and regulatory requirements.
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3. Sharing Your Information

We do not sell, rent, or lease your personal information. However, we may share your information in the following ways:

- **Trusted Partners:** To trusted service providers who assist us with statistical analysis, email delivery, payment processing, or customer support. These partners are contractually obligated to keep your information confidential.
 - **Legal Obligations:** To comply with legal obligations or respond to valid legal processes, such as subpoenas or court orders.
 - **Business Transfers:** In connection with a merger, acquisition, or sale of all or a portion of our assets.
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4. Your Privacy Rights

4.1 California Consumer Privacy Act (CCPA)

If you are a California resident, you have the right to:

- Request access to the personal information we collect about you.
- Request deletion of your personal information, subject to certain exceptions (e.g., for legal compliance).
- Opt out of the sale of your personal information (if applicable).

To exercise these rights, please contact us at **support@sortsimpli.com** or visit SortSimpli.com.

4.2 General Data Protection Regulation (GDPR)

If you are a resident of the European Union, you have the right to:

- Access and obtain a copy of your personal data.
- Request correction or deletion of inaccurate data.
- Object to the processing of your data for specific purposes.

To make a GDPR-related request, contact us at **support@sortsimpli.com**.

5. Data Retention

We retain personal information only as long as necessary to fulfill the purposes outlined in this Policy or comply with legal obligations. When no longer needed, we securely delete or anonymize your data.

6. Security of Your Information

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure, including:

- SSL/TLS encryption for data transmission.
- Firewalls and intrusion detection systems.
- Limited access controls for sensitive information.

While we strive to protect your information, no method of transmission or storage is completely secure. By using our App, you acknowledge that we cannot guarantee absolute security.

7. Children's Privacy

We do not knowingly collect personal information from children under the age of 13. If we become aware that we have collected information from a child under 13, we will delete it promptly. Parents or guardians who believe their child has provided personal information may contact us at **support@sortsimpli.com**.

8. Third-Party Integrations

Our App may connect to third-party services (e.g., social media, payment processors). By linking your account, you agree to the sharing of your information with these services as governed by their privacy policies. You can disconnect these accounts at any time through your App settings.

9. Opt-Out Options

You can opt out of:

- **Marketing Communications:** Click the "Unsubscribe" link in any marketing email or contact us at **support@sortsimpli.com**.
 - **Third-Party Sharing:** Visit SortSimpli.com to opt out of data sharing with third parties.
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10. Data Breach Notification

In the event of a data breach, we will notify affected users promptly, following applicable laws and regulations. Notifications may include email, in-app messages, or public announcements.

11. Changes to This Policy

We may update this Policy periodically to reflect changes in our practices or legal requirements. Significant changes will be communicated via email, in-app notifications, or prominent notices on our website. Continued use of the App after changes constitutes your acceptance of the updated Policy.

12. Contact Information

For questions or concerns about this Privacy Policy, please contact us:

SortSimpli LLC

3255 NW 94th Ave, #9840
Coral Springs, Florida 33075

- **Email:** SortSimpli.support@sortsimpli.com
- **Phone:** 954-324-4906
- **Website:** SortSimpli.com