



Simply Innovative Unified Communications, LLC

Privacy Policy Effective Date: April 24, 2026

This Privacy Policy describes how Simply Innovative Unified Communications, LLC collects, uses, discloses, protects, and retains personal information through our websites, online store or purchasing portal, quote and proposal workflows, customer communications, and related services. This draft is intended as a business-ready baseline and should be reviewed by counsel before publication.

Business Summary

Business: Simply Innovative Unified Communications, LLC

Primary Services: UC, AV and IT engineering, design, procurement support, online purchasing portal, integration support, commissioning support, and managed/service support.

Websites / Portals: SynovativeUC.com, SynovativeUC.shop, and related account, quoting, purchasing, and support channels. SynovativeUC is used as URL and brand shorthand only and is not a separate DBA.

Privacy Contact: Services@SynovativeUC.com

Mailing Address: 710 River Birch Farms Dr, Murfreesboro, TN 37130-6909

1. Scope

This Privacy Policy applies to personal information we collect when you visit our websites, request information, create or use an account, request a quote, purchase products or services, submit a support request, communicate with us, attend a meeting or demonstration, or otherwise interact with Simply Innovative Unified Communications, LLC.

This Policy does not apply to third-party websites, platforms, manufacturers, distributors, payment processors, carrier services, or other external services that have their own privacy policies. When you leave our website or use a third-party service, that third party's terms and privacy policy apply.

2. Personal Information We Collect

We collect only the personal information reasonably needed to operate our business, provide services, process transactions, support customers, improve our systems, and comply with legal and contractual obligations.

Depending on how you interact with us, we may collect the following categories of information:

Category	Examples
Contact and account information	Name, business name, email address, phone number, billing and shipping information, job title, account login information, and account preferences.
Business and project information	Project requirements, drawings or documents you provide, site information, room details, technical requirements, procurement requirements, approval workflows, and related business communications.
Transaction and commercial information	Quotes, purchase orders, order history, subscription or licensing records, product configuration selections, fulfillment status, payment status, returns, and support records.
Payment information	Payment card or bank details may be processed by approved payment processors. Simply Innovative Unified Communications, LLC generally does not store full payment card numbers on its own systems.
Technical and device information	IP address, browser type, device identifiers, pages visited, referral information, session activity, and similar website or portal usage data.
Communications	Emails, webform submissions, meeting notes, support tickets, chat or AI-assisted product discovery messages, call notes, and other communications with us.
Marketing and preference information	Marketing preferences, newsletter or campaign engagement, account interest areas, and communication opt-out choices.
Security and compliance information	Information needed to detect fraud, prevent abuse, secure accounts, enforce terms, manage authorized account access, and comply with applicable laws or contractual obligations.

3. Sources of Personal Information

We may collect personal information directly from you, from your employer or organization, from authorized users on your account, from distributors and fulfillment partners, from payment processors, from service providers, from publicly available business sources, from referral partners, and from systems used to operate our websites, store, portal, quoting, support, and communication workflows.

4. How We Use Personal Information

We use personal information for the following business purposes:

- Providing, operating, and improving our websites, online store, customer portal, quote workflows, and services.
- Creating and managing customer accounts, authorized user access, account-specific pricing, quote permissions, approval flows, and purchasing permissions.
- Preparing designs, bills of material, proposals, scopes of work, drawings, estimates, and related technical or commercial documents.
- Processing quotes, purchase orders, payments, taxes, shipping, returns, licensing, subscriptions, renewals, and customer support.
- Communicating with customers, prospects, vendors, distributors, integration partners, subcontractors, and project stakeholders.
- Providing product discovery, design support, implementation support, commissioning support, training, maintenance, and service assistance.
- Maintaining security, preventing fraud, enforcing our terms, protecting restricted manufacturer or account pricing, and troubleshooting system issues.
- Sending business communications, service updates, requested information, and marketing communications where permitted by law. You may opt out of promotional emails at any time.
- Complying with legal, accounting, tax, procurement, audit, contractual, warranty, manufacturer program, and recordkeeping obligations.

5. Cookies, Analytics, and Similar Technologies

Our websites and portals may use cookies, pixels, tags, log files, analytics tools, session tracking, and similar technologies to operate the site, remember preferences, support login and account functions, measure performance, understand how visitors use our services, improve user experience, and support security. You can usually adjust cookie settings through your browser. Some cookies are necessary for login, cart, checkout, account, quoting, or security functions, and disabling them may affect site performance or availability.



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6. AI-Assisted Tools and Product Discovery

We may use AI-assisted tools or automated search functions to help customers find products, prepare recommendations, generate draft solution concepts, summarize requirements, or route requests. These tools may process the information you submit in order to respond to your request.

Do not submit confidential, regulated, sensitive, export-controlled, classified, health, financial account, or personal information that is not necessary for the request. AI-assisted outputs may require human review and are not a substitute for final engineering validation, manufacturer documentation, or contract terms.

7. How We Disclose Personal Information

We do not sell personal information as a business model. We do not intentionally disclose personal information for monetary compensation from data brokers or unrelated third-party advertisers.

We may disclose personal information to the following categories of recipients when reasonably necessary for the purposes described in this Policy:

Service providers that host, operate, secure, maintain, or support our websites, online store, customer portal, CRM, email, analytics, payment, tax, quoting, document, ticketing, and communication systems.

Distributors, manufacturers, fulfillment partners, shipping carriers, tax providers, payment processors, financing partners, and licensing partners needed to quote, sell, fulfill, warranty, renew, or support products and services.

Installation partners, subcontractors, engineering partners, consultants, project managers, programmers, commissioning resources, and service providers engaged to support customer projects.

Your organization, authorized account administrators, purchasing approvers, project contacts, or other users associated with your customer account.

Professional advisors, insurers, auditors, accountants, attorneys, financing partners, and other parties involved in business operations, compliance, risk management, or dispute resolution.

Government authorities, courts, regulators, law enforcement, or other parties when required by law, legal process, subpoena, contract, public safety, fraud prevention, or protection of our rights.

A successor or prospective successor in connection with a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction, subject to reasonable confidentiality protections.

8. Account-Specific Pricing and Restricted Product Information

Some products, pricing, bundles, programs, manufacturer lines, and customer-specific terms may be available only to authorized account users. We may use account and organization information to determine whether a user is eligible to view or purchase specific products, receive account-specific pricing, access quotes, or participate in approval workflows.

Unauthorized resale, misuse of account credentials, improper sharing of restricted pricing, or attempts to bypass account controls may result in account restriction or termination, consistent with our terms and applicable manufacturer or distributor requirements.

9. Payment Processing

Payment information is processed by approved third-party payment processors. We may receive limited payment status, transaction, authorization, billing, or receipt information needed to complete the transaction, reconcile records, prevent fraud, and support customers.

We do not intend to store full payment card numbers in company-operated systems. Payment processors may collect and process payment data under their own terms, security standards, and privacy policies.

10. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, misuse, loss, disclosure, alteration, or destruction. Safeguards may include access controls, account permissions, vendor controls, security monitoring, encryption where appropriate, backups, authentication, and limited internal access based on business need.

No website, portal, email system, payment system, or electronic storage method can be guaranteed to be 100 percent secure. You are responsible for keeping account credentials confidential and notifying us promptly if you suspect unauthorized access or misuse.

11. Data Retention

We retain personal information for as long as reasonably necessary to provide services, maintain accounts, complete transactions, support products and warranties, comply with legal, accounting, tax, audit, procurement, contractual, and recordkeeping obligations, resolve disputes, enforce terms, maintain security, and operate our business.

Retention periods may vary based on the type of information, customer relationship, legal obligations, project or transaction history, warranty and support requirements, and business need. When information is no longer needed, we may delete, de-identify, aggregate, archive, or securely retain it as permitted by law.

12. Your Choices and Rights

Depending on where you live and which laws apply, you may have rights to request access to personal information, correction of inaccurate information, deletion of certain information, a portable copy of certain information, restriction or opt-out of certain processing, or withdrawal of consent where processing is based on consent.

To make a privacy request, contact us at Services@SynovativeUC.com. We may need to verify your identity and authority before completing a request. We may

decline or limit a request where permitted by law, including when information is needed for security, fraud prevention, transaction completion, legal compliance, tax or accounting records, warranty support, dispute resolution, contract performance, or legitimate business purposes.

You may opt out of promotional emails by using the unsubscribe instructions in the email or by contacting us. Transactional, account, service, security, quote, order, support, and legal notices may still be sent even if you opt out of marketing communications.

13. State Privacy Notices



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Some U.S. state privacy laws apply only to businesses that meet specific revenue, data-volume, or data-sale thresholds. Simply Innovative Unified Communications, LLC should periodically review whether any state privacy law applies based on revenue, customer geography, number of consumers processed, targeted advertising practices, data sales, and other operational factors.

Tennessee note: The Tennessee Information Protection Act became effective July 1, 2025 and generally applies to businesses conducting business in Tennessee or targeting Tennessee residents that exceed \$25 million in annual revenue and meet specified data processing thresholds. Even if a business is below those thresholds, this Policy is designed to provide a transparent baseline notice.

California note: The California Consumer Privacy Act, as amended, may apply to businesses that do business in California and meet specified revenue, data-volume, or sale/share thresholds. If Simply Innovative Unified Communications, LLC later meets those thresholds or engages in regulated sale/share or targeted advertising practices, a dedicated California notice and additional opt-out mechanisms may be required.

14. Children's Privacy

Our websites, store, portal, and services are intended for business users and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, contact us at Services@SynovativeUC.com so we can review and take appropriate action.

15. International Users

Simply Innovative Unified Communications, LLC is based in the United States. If you access our websites or services from outside the United States, your information may be processed in the United States or in other locations where our service providers operate. By using our services, you understand that privacy laws may differ from those in your location.

16. Third-Party Links and Integrations

Our websites, store, portal, emails, proposals, or support resources may link to or integrate with third-party websites, manufacturers, distributors, platforms, payment processors, freight providers, tax providers, software providers, or documentation resources. We are not responsible for the privacy, security, availability, content, or practices of third-party services. Review the applicable third-party privacy policies before providing information to them.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, technology, services, vendors, legal requirements, or privacy practices. The updated version will be posted with a revised effective date. Your continued use of our websites, portal, store, or services after an update means the updated Policy applies to your use going forward.

18. Contact Us

For privacy questions, requests, or concerns, contact:

Simply Innovative Unified Communications, LLC

Email: Services@SynovativeUC.com

Mailing Address: **5865 Ridgeway Center Parkway SUITE 384 Memphis, TN 38120-4032**