



PRIVACY POLICY

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This website is operated by DotRyT Solutions, Inc. (referred to as “**DotRyT**,” “**we**,” or “**us**”). This Privacy Policy governs your access to and use of the DotRyT website located at <https://dotryt.com/> as well as any other websites, platforms, or services owned, controlled, or offered by DotRyT now or in the future (collectively, the “**Services**”). The terms “**you**” or “**User**” refer to any individual who accesses, browses, uses, or submits information through the Services.

This Privacy Policy describes the types of information we collect, how we use that information, and the circumstances under which it may be disclosed. We process Personal Information only as described in this Privacy Policy.

By accessing or using the Services, or by otherwise providing information to DotRyT, you acknowledge that you have read and understood this Privacy Policy and consent to the practices described herein. If you do not agree with this Privacy Policy, you should not access or use the Services or provide information to DotRyT.

1. INFORMATION WE COLLECT

(a) Personal Information

Your information about you that specifically identifies you or, when combined with other information we have, can be used to identify you. Generally, we do not collect Personal Information about you when you visit and/or use the Services, unless you choose to provide such information to us. Submitting Personal Information through the Services is voluntary. By doing so, you are giving us your permission to use the information for the stated purpose.

- **Types of Information.** Through the Services, we may collect information that can identify you or your company when you voluntarily submit it to us. If requested, your Personal Information may include:
 - Full name
 - Mailing address
 - Phone Number
 - Email address
 - Demographic Data (such as age, gender, zip code)
 - Other similar information

- **Storage of Personal Information.** We implement reasonable administrative, technical, physical, and organizational safeguards designed to protect Personal Information against loss, misuse, unauthorized access, disclosure, alteration, or destruction, consistent with generally accepted industry standards.

(b) **Non-Personal Information**

We may collect and store certain information about how the Services are accessed and used. Non-Personal Information means information that does not, by itself, identify you. This may include information collected through cookies, pixels, web beacons, device identifiers, or similar technologies. Such information may include, without limitation:

- **Device Information.** Information about the device used to access the Services, such as device type, unique device identifiers, IP address, operating system, browser type, and related technical details.
- **Usage Information.** Information about your interactions with the Services, including access times, pages viewed, traffic data, logs, and other activity or usage patterns.
- **Location Information.** Where enabled, we may collect general or precise location information associated with your device. You may control whether location information is collected through your device settings. If location information is disabled, certain features or functionality of the Services may be limited or unavailable.

Non-Personal Information is used for operational, analytical, and service improvement purposes and is processed in accordance with this Privacy Policy.

2. INFORMATION COLLECTION TECHNOLOGIES

We use certain automated technologies to collect information about your interactions with the Services, including the following:

- (a) **Cookies and Similar Technologies** . We may use cookies and similar technologies to personalize your experience and recognize your browser or device. Cookies are small text files placed on your device by a website. You may choose to accept or decline cookies through your browser settings. Please note that disabling cookies may limit certain features of the Services. We do not use cookies to sell Personal Information for monetary value. However, certain third-party tracking technologies may constitute a “sale” or “sharing” of Personal Information under applicable California law.
- (b) **Advertising and Retargeting Technologies.** We may use advertising or retargeting technologies to collect information about your online activity in order to display

advertisements that may be relevant to you. These technologies may track your interactions with the Services and other websites over time.

- (c) **Web Beacons and Pixels.** The Services and our emails may include web beacons, pixels, or similar technologies that help us understand usage patterns, measure the effectiveness of communications, and compile aggregate statistics about user engagement.
- (d) **Third-Party Advertising and Analytics Platforms.** We may use third-party advertising and analytics providers, including platforms such as Google, Meta (including Facebook and Instagram), TikTok, and X, that use cookies, pixels, or similar technologies to collect information about your visits to the Services and to serve advertisements on third-party websites. These platforms operate independently and process information in accordance with their own privacy policies.
- (e) **Mobile Device Identifiers.** We may collect information associated with mobile devices used to access the Services, including device identifiers, IP address, browser type, operating system, referring URLs, and general location information. This information helps us understand how users interact with the Services across different devices.
- (f) **Cross-Device Matching.** We may work with partners to analyze interactions across multiple devices and associate activity that appears to relate to the same user or household. This analysis may involve the use of de-identified or aggregated data and may be used for analytics or advertising purposes.

You may be able to control certain tracking technologies through your browser or device settings, as well as through third-party platform privacy controls.

3. YOUR DATA COLLECTION CHOICES

You may be able to control certain information collection practices through your device or browser settings. Please note that limiting data collection may affect the availability or functionality of certain features of the Services.

- (a) **Cookies and Tracking Technologies.** You may configure your browser or device to refuse or limit cookies or other tracking technologies, or to alert you when such technologies are in use. If you disable or block cookies or similar technologies, portions of the Services may not function properly or may be unavailable.
- (b) **Location Information.** You may choose whether to allow the Services to collect and use location information through your device settings. If you disable location services, certain features of the Services may be limited or unavailable.

(c) **Third-Party Advertising Platforms.** You may be able to opt out of interest-based advertising and retargeting through the privacy controls offered by third-party advertising platforms. Any such tracking or targeting is governed by the applicable third-party platform's privacy practices, over which we do not have control. For more information regarding how these platforms collect and process Personal Information, please refer to their respective privacy policies.

You may also be able to manage cookies, mobile device identifiers, and similar technologies through your browser or device settings. While you are not required to accept cookies, blocking or deleting them may require you to manually adjust preferences and may limit certain functionalities of the Services.

If you wish to opt out of advertisements delivered by us that are based on cookie or pixel-based information, you may contact us at privacy@dotryt.com. We will process such requests in accordance with applicable law.

4. THIRD-PARTY AUTOMATIC INFORMATION COLLECTION

When you use the Services, certain third parties may independently use automated information collection technologies to collect information about your device and usage activity. These third parties may include advertising networks, analytics providers, mobile device manufacturers, mobile service providers, and internet service providers.

These third parties may collect information over time and across different websites, applications, and online services, and may associate such information with your Personal Information. They may use this information to provide interest-based advertising, analytics, or other targeted content.

DotRyT does not control these third parties' data collection practices or how the information they collect is used. Any questions regarding third-party advertisements or targeted content should be directed to the applicable third-party provider.

5. HOW WE USE YOUR INFORMATION

We may use Personal Information and other information collected through the Services for the following purposes:

(a) Service Operation and Administration

- Operate, maintain, and improve the Services;
- Provide access to the Services and related content, products, or services you request;
- Communicate with you regarding service-related matters, including administrative messages, updates, security alerts, and support communications;

- Respond to inquiries, requests, and customer feedback;
- Enforce our rights and obligations under applicable agreements, including the Terms and Conditions; and
- Notify you of changes to the Services or related offerings.

(b) Analytics and Business Purposes

- Understand usage trends, audience size, and engagement patterns;
- Perform analytics, research, and internal reporting;
- Evaluate and improve advertising and marketing effectiveness; and
- Provide information that may be relevant to you regarding our Services or business relationships, where permitted by law.

(c) Location-Based Use

Where enabled, we may use general location information to tailor content, services, or information based on geographic relevance.

(d) Non-Personal Information. We may disclose Non-Personal Information for business and operational purposes, including to:

- Support analytics, research, and service improvement;
- Facilitate advertising, promotional content, or targeted communications;
- Provide information to advertisers, analytics providers, or third-party ad servers; and
- Enable the placement of advertisements on the Services or on third-party websites or applications.

Non-Personal Information does not identify you individually and may be shared without restriction, subject to applicable law.

6. US PRIVACY RIGHTS

(a) General

If you are a resident of a U.S. state that has enacted a consumer privacy law, you may have certain rights regarding your Personal Data, subject to applicable limitations and exceptions under law. These rights may include:

- The right to confirm whether we process your Personal Data
- The right to access your Personal Data
- The right to correct inaccuracies in your Personal Data
- The right to request deletion of your Personal Data

- The right to obtain a copy of your Personal Data in a portable and, where technically feasible, readily usable format
- The right to opt out of the processing of Personal Data for purposes of targeted advertising
- The right to opt out of the sale of Personal Data, if applicable
- The right to opt out of profiling in furtherance of decisions that produce legal or similarly significant effects
- The right not to be discriminated against for exercising any privacy rights

We will respond to verified consumer requests within the timeframe required by applicable law, which is generally forty-five (45) days, subject to permitted extensions. We may request additional information to verify your identity before processing a request.

To exercise any applicable privacy right, please contact us at privacy@dotryt.com.

(b) Sensitive Personal Data

Where required by applicable law, we will obtain your consent before processing sensitive personal data. Sensitive personal data may include, where applicable, information relating to racial or ethnic origin, religious or philosophical beliefs, health information, sexual orientation, citizenship or immigration status, biometric or genetic data, precise geolocation, or personal data of a known child.

We do not process sensitive personal data for purposes other than those permitted by applicable law, and we limit such processing to what is reasonably necessary and proportionate.

(c) California Privacy Rights

If you are a California resident, you may have additional rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act, including:

- The right to know the categories and specific pieces of Personal Data we collect, use, disclose, or share
- The right to request deletion of your Personal Data, subject to statutory exceptions
- The right to correct inaccurate Personal Data
- The right to opt out of the sale or sharing of Personal Data
- The right to limit the use and disclosure of sensitive personal information, where applicable
- The right not to receive discriminatory treatment for exercising your privacy rights

California residents may exercise these rights by contacting us at privacy@dotryt.com.

We do not sell or share Personal Data for cross-context behavioral advertising except as permitted by law. If this changes, we will update this Privacy Policy and provide required opt-out mechanisms.

(d) Children’s Privacy (COPPA)

The Services are not directed to children under the age of thirteen (13), and DotRyT does not knowingly collect Personal Information from children under thirteen (13). In accordance with the U.S. Children’s Online Privacy Protection Act of 1998 (“**COPPA**”) and applicable Federal Trade Commission guidance, we do not knowingly request, solicit, or permit the submission of Personal Information from children under thirteen (13) through the Services.

If we become aware that Personal Information has been collected from a child under thirteen (13) without verifiable parental consent, we will take reasonable steps to promptly delete such information from our records.

Parents or legal guardians who believe that a child under thirteen (13) has provided Personal Information to us may contact us at privacy@dotryt.com. We will respond to such requests in accordance with COPPA and applicable law.

Nothing in this section is intended to create obligations beyond those required under COPPA or applicable FTC regulations.

7. EU AND UK PRIVACY RIGHTS (GDPR AND UK GDPR)

This section applies only to individuals located in the European Union, European Economic Area, or the United Kingdom where the General Data Protection Regulation or UK GDPR applies.

(a) Lawful Bases for Processing

We process Personal Data only where we have a lawful basis to do so under applicable data protection law. Depending on the circumstances, this may include processing that is necessary to perform a contract with you, to comply with a legal obligation, with your consent, or where we have a legitimate interest that is not overridden by your rights and interests.

(b) Your Rights Under GDPR and UK GDPR

Subject to applicable law, you may have the following rights with respect to your Personal Data:

- The right to access your Personal Data
- The right to correct inaccurate or incomplete Personal Data
- The right to request deletion of your Personal Data

- The right to restrict or object to certain processing
- The right to data portability
- The right to withdraw consent at any time, where processing is based on consent

You also have the right to lodge a complaint with a competent data protection authority.

To exercise any applicable right, please contact us at privacy@dotryt.com. We may request additional information to verify your identity before processing a request.

(c) International Data Transfers

Where Personal Data is transferred outside the European Economic Area or the United Kingdom, we implement appropriate safeguards as required by applicable law. These safeguards may include reliance on adequacy decisions issued by the European Commission or the United Kingdom, Standard Contractual Clauses approved by the European Commission, or the UK International Data Transfer Agreement, as applicable.

(d) Supervisory Authorities

Individuals located in the European Union or European Economic Area may lodge a complaint with their local supervisory authority. Individuals located in the United Kingdom may lodge a complaint with the Information Commissioner's Office.

8. SECURITY AND DATA RETENTION

We take reasonable measures to protect Personal Information from unauthorized access, use, or disclosure. We maintain administrative, technical, physical, and organizational safeguards designed to protect Personal Information based on the nature of the data and how it is processed. These measures are intended to align with generally accepted industry standards. However, no method of transmission over the Internet or method of electronic storage is completely secure, and we cannot guarantee absolute security. Any transmission of Personal Information is at your own risk.

Personal Information may be stored and processed in the United States and other jurisdictions. Where required by applicable law, appropriate safeguards are implemented for such processing.

If we determine that a security incident involving your Personal Information requires notification under applicable law, we will provide notice in a commercially reasonable manner and within the timeframe required by law. Notice may be provided by email to the most recent email address you have provided, unless you request an alternative method of notification by contacting privacy@dotryt.com.

We retain Personal Information for as long as reasonably necessary to fulfill the purposes for which it was collected, including to comply with legal obligations, resolve disputes,

enforce agreements, collect amounts owed, or as otherwise permitted or required by applicable law and our internal retention policies.

9. UPDATES TO THIS POLICY

We reserve the right to change, modify, update, add, or remove portions of this Privacy Policy at any time. We will indicate the date the Privacy Policy was last updated at the top of the page. If you opt out of receiving communications, you may not receive certain notifications, however, they will still govern your use of the Services, and you are responsible for proactively checking for any changes. We encourage you to check this Privacy Policy frequently to stay up to date on any changes. You can determine if changes have been made by checking the effective date on the Privacy Policy. Continued use of the Services after the effective date of any change in this Privacy Policy will constitute acceptance of such changes and it will signify that you agree to abide by and be bound by the modified Privacy Policy.

10. CONTACT US

If you have questions, comments, or concerns regarding this Privacy Policy, please contact us and we will respond to your request within a reasonable timeframe. Please include the following information in your request (a) Your name; (b) Your contact information, including phone number and email address; and (c) The precise nature of your request, inquiry, or complaint. You may contact us at privacy@dotryt.com.