



Privacy Policy for ExactAsset.com
Effective Date: June 30, 2026

Exact Asset ("we," "us," or "our") operates the website <https://exactasset.com> (the "Site"). We are committed to protecting your privacy and handling personal information responsibly. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Site, contact us, register as a buyer/seller, or engage with our services.

This policy applies to information collected through the Site and related services. Please read it carefully. By using the Site, you consent to the practices described here.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, company name, job title, mailing/shipping address, and any other details you provide when contacting us, submitting forms (e.g., for appraisals, equipment collection, innovation lab appointments, or buyer registration), or communicating with us.
- **Business and Asset-Related Information:** Details about corporate assets you submit for inspection, valuation, recovery, resale, or logistics (e.g., asset descriptions, serial numbers, location data, condition reports). This is primarily business data but may include limited personal elements if tied to individual contacts.
- **Automatically Collected Information:** IP address, browser type, device information, pages visited, time spent on the Site, and usage data via cookies, analytics tools (e.g., Google Analytics), and reCAPTCHA on forms.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies for functionality, analytics, and improving user experience. You can manage cookie preferences through your browser settings. Certain tracking may be facilitated through marketing platforms like Salesforce Marketing Cloud.

We do not knowingly collect personal information from children under 13.

2. How We Use Your Information

We use the collected information to:

- Respond to your inquiries, provide quotes, appraisals, or support for asset recovery, inspection, resale, logistics, or real-time tracking services.
- Process B2B transactions, register buyers/sellers on our multi-channel e-commerce platform, and facilitate remarketing or redeployment of assets.
- Improve our Site, services, and AI-powered solutions (e.g., analytics for site performance).
- Send marketing and promotional communications, manage customer engagement, and analyze campaign performance.
- Communicate with you about updates, promotions, or relevant services (you may opt out of marketing emails).

- Comply with legal obligations, enforce agreements, protect our rights, and ensure security (including data sanitization and compliance documentation for assets).
- Integrate data with your systems (e.g., HAM, ERP) where agreed.

3. How We Share Your Information

We may share information with:

- **Service Providers:** Third parties who help operate the Site or provide services (e.g., hosting, analytics like Google, payment processors, logistics partners, or AI/vision system providers). These parties are contractually obligated to protect your data.
 - Specifically, we use **Salesforce Marketing Cloud** for marketing communications, email campaigns, automation, customer engagement, preference management, and analytics. We share contact information, preferences, engagement data, and related details with Salesforce, which processes this data on our behalf as a service provider in accordance with our agreements (including their Data Processing Addendum).
- **Business Partners:** Qualified global buyers for asset resale, or partners in our network for inspections, refurbishment, or fulfillment.
- **Legal Requirements:** When required by law, subpoena, court order, or to protect rights, safety, or property (including in asset data sanitization/compliance contexts).
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets.

We do not sell personal information in the traditional consumer sense. Asset-related data is shared as necessary for the services you request. Data shared with Salesforce and other providers is used only for the purposes we specify.

4. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. However, no system is completely secure, and we cannot guarantee absolute security. For sensitive asset data, we follow industry practices including data sanitization where applicable. Salesforce and our other providers maintain their own security measures.

5. Your Rights and Choices

Depending on your location (e.g., under laws like the Texas Data Privacy and Security Act or CCPA if applicable), you may have rights to:

- Access, correct, or delete your personal information.
- Opt out of certain processing (e.g., marketing or data sales/sharing), including marketing communications sent via Salesforce Marketing Cloud.
- Limit use of sensitive data.

To exercise these rights, contact us using the details below. We will respond within applicable timeframes. You can opt out of marketing emails by clicking the unsubscribe link or managing preferences through our communications (powered by Salesforce Marketing Cloud tools such as preference centers). We honor requests using our systems, including tools provided by Salesforce.

6. International Transfers

Our headquarters is in Austin, Texas, USA. Information may be transferred to and processed in the United States or other countries where our partners, including Salesforce, operate. We take steps to ensure appropriate safeguards for such transfers.

7. Retention

We retain information as long as necessary for the purposes outlined, to comply with legal obligations, resolve disputes, and enforce agreements. Asset-related data is retained per service agreements and compliance needs.

8. Third-Party Links

Our Site may contain links to other websites. We are not responsible for their privacy practices. We encourage you to review their policies.

9. Changes to This Privacy Policy

We may update this policy periodically. We will post the revised version on the Site with a new effective date. Continued use of the Site after changes constitutes acceptance of the updated policy.

10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your data, please contact us:

Exact Asset 2214 West Braker Lane, Suite D Austin, TX 78758 Phone: 512.615.1265 Email: info@exactasset.com

Attn: Privacy Inquiries