

Cortez Labs LLC Privacy Policy

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Introduction

Cortez Labs LLC ("we," "us," or "our") respects the privacy of our customers and is committed to protecting their personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard the personal information of customers who use our B2B Software-as-a-Service ("SaaS") offering (the "Service"), accessible only through direct download into the customer's Salesforce instance.

By using the Service, you agree to the collection and use of your personal information in accordance with this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use the Service.

Information We Collect

We may collect the following types of information from you when you use the Service:

- a. **Personal Information:** We may collect personal information such as your name, email address, company name, job title, and other contact details when you create an account, request support, or otherwise communicate with us.
- b. **Usage Information:** We may collect information about your use of the Service, such as features accessed, time spent on the Service, and other usage data.
- c. **Log Data:** Our servers may automatically collect log data, including your IP address, browser type, operating system, device information, and other technical information when you access the Service.
- d. **Cookies:** We may use cookies and similar tracking technologies to collect information about your use of the Service and to personalize your experience.

How We Use Your Information

We may use your personal information for the following purposes:

- a. To provide, maintain, and improve the Service.
- b. To communicate with you about the Service, including sending updates, notifications, and promotional materials.
- c. To respond to your inquiries, requests, or complaints.
- d. To analyze usage patterns and trends to better understand how our customers use the Service.

- e. To personalize your experience on the Service and improve its overall effectiveness.
- f. To enforce our terms and conditions, including this Privacy Policy, and to protect the security and integrity of the Service.
- g. To comply with legal obligations and respond to law enforcement requests, as required by applicable law.

Information Sharing and Disclosure

We may share your personal information with third parties under the following circumstances:

- a. With your consent.
- b. With our service providers, who perform services on our behalf, such as payment processing, customer support, or data storage and analysis. These service providers are contractually obligated to protect your personal information and use it only for the purposes for which it was disclosed.
- c. In connection with a merger, acquisition, or sale of assets, where your personal information may be transferred as part of the transaction.
- d. To comply with legal obligations, protect our rights and property, or respond to law enforcement requests, as required by applicable law.

Security

We take reasonable precautions to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee the absolute security of your personal information.

Data Retention

We retain your personal information for as long as necessary to provide the Service, comply with legal obligations, resolve disputes, and enforce our agreements.

Access, Correction, and Deletion

You may access, update, or delete your personal information by contacting us at legal@cortezlabs.com. We will make reasonable efforts to accommodate your request, subject to applicable law and our data retention policies.

International Transfers

Your personal information may be stored and processed in any country where we have facilities or engage service providers. By using the Service, you consent to the transfer of your personal information to countries outside of your country.