

# Privacy Policy

CXForward knows how important privacy is to our customers. This privacy policy explains the policies and procedures of CXForward (“we,” “us,” “our”) regarding information we collect from or about our customers (online and offline). We maintain reasonable administrative, physical, and technical measures to protect the confidentiality and security of your personal information. CXForward’s services are not directed to individuals under the age of eighteen (18), and we ask that these individuals not provide any information to us, you agree to the terms and conditions of this Privacy Policy and CXForward’s Terms of Use.

## **CXForward collects personal information:**

- When you knowingly and actively provide us information (i.e. contact information) when submitting inquiries or participating in any of our services;
- Through our CXForward website, social media pages, e-mail communications, or other digital services (including mobile and online applications for each, collectively, “Digital Services”);
- Through your browser or device, such as IP (Internet Protocol) address, MAC (Media Access Control) address, device manufacturer and model, operating system, language, browser type, device type, and name of version of the digital services you are using;
- From other sources, such as public databases and social media platforms.

## **CXForward may also use cookies, analytics tools, pixel tags, and other technology to optimize digital services:**

- **Cookies:** Cookies are small pieces of information stored directly on the device that you are using. Cookies are used for functionality (to enhance your experience), and security (to prevent fraud and protect you as you interact with our digital services). CXForward uses this statistical data to facilitate navigation, improve functionality and design, and to understand how the Digital Services are used. Most browsers allow you to manage how cookies are set and used as you are browsing (even on a site-by-site basis) and allow you to clear cookies and browsing data.
- **Analytics:** CXForward uses website and social media application analytics provided by third parties. These third parties we use may also collect information about website or application use for the purpose of reporting trends, such as geolocation (city, state, country), average session duration, page views, and number of users, without identifying individual visitors. You can learn more about Google Analytics and their practices in connection with information collection and download the Google Analytics opt-out browser add-on by [clicking here](#).
- **Pixel tags and similar technologies:** Pixel tags may be used by some digital services to track the actions of users, including e-mail recipients, for the purposes of measuring the success of marketing campaigns. Pixel tags may also be used to compile data about usage and response rates on digital services.

**How we use the information we collect:**

- To provide you with requested information and services.
- To communicate with you.
- To provide customer support.
- To support the functionality of our website.
- To analyze data, identify usage trends, determine the effectiveness of marketing campaigns, and to expand CXForward business activities.
- To enhance our security and prevent fraud.
- To respond to law enforcement requests or as required per court order, government regulations or litigation.

**How CXForward Shares Your Information:**

CXForward may share information collected with our business partners when necessary to perform services for you on CXForward's behalf. We will never sell or share your personal information with non-affiliated third parties. We do not knowingly collect personal information from children, and none of our services are intended for children. If we learn that a person under the age of 16 has provided personal information to us, we will delete such personal information as soon as possible.

**Links to Other Websites:**

CXForward may provide the ability to connect to other websites and other features, which may operate independently from us and may have their own privacy notices or policies. We strongly suggest you review them. To the extent any linked website, device, app, or other feature is not owned or controlled by us, we are not responsible for its content, use, or privacy practices.

**Jurisdiction:**

This website is operated in the State of Georgia, United States of America. If you access this site from outside of the United States, you are responsible for compliance with any applicable laws. The data protection laws of the country in which you reside may be more restrictive than the data protection laws of the United States. Your personal information may be subject to disclosure under the laws of the United States or other countries to which it is transferred, and it may be accessible to law enforcement and national security authorities of those jurisdictions. By using this site, you consent to our collection, processing, use and transfer of your personal information in or to the United States or any other country, subject to this Policy.

**Security & Retention Period:**

CXForward seeks to use reasonable organizational, technical, and administrative measures to protect information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your

interaction with us is no longer secure, please immediately notify us of the problem by contacting us at 5 Concourse Pkwy NE, Suite 3000, Atlanta, GA 30328.

CXForward will retain information collected from or about CXForward customers for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. When the information is no longer necessary for these purposes, CXForward deletes it or keeps it in a form that does not identify you.

### **Updates to This Policy:**

CXForward may change this Privacy Policy. Please look at the “Effective Date” legend at the bottom of this page to see when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when CXForward posts the revised Privacy Policy on Digital Services. By using CXForward’s services, or otherwise providing information to us following these changes, you accept the revised Privacy Policy.

### **Opt Out:**

We offer you certain choices in connection with the personal information we obtain about you. To update your preferences, ask about your ability to exercise your privacy rights described above, limit the communications you receive from us, or submit a request, question, or comment, please email us at [privacy@cxforward.com](mailto:privacy@cxforward.com).