

Privacy Policy

Effective Date: 03/26/2025

Acxchange Inc. ("Acxchange," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy describes how we collect, use, store, and share your personal information when you visit our website (<https://www.acxchange.com> and <https://www.kognitiveworks.com>) or interact with our products and services.

1. Scope This Privacy Policy applies to:

- Visitors to our websites (<https://www.acxchange.com> and <https://www.kognitiveworks.com>)
- Clients, users, and prospective clients interacting with our services or communications

2. Information We Collect We may collect the following types of personal information:

- Contact details (e.g., name, email, phone number)
- Business information (e.g., company name, job title)
- Technical data (e.g., IP address, browser type, operating system)
- Usage data (e.g., pages visited, actions taken on our site)
- Any other information voluntarily provided through forms, chats, or communications
- Information from third-party sources, including publicly available data, marketing platforms, and business partners

3. How We Use Your Information We use your personal information for the following purposes:

- To respond to inquiries or provide requested information
- To deliver and support our products and services
- To manage our business relationships
- To improve our website and offerings
- To comply with legal obligations
- To personalize content and communications based on your interactions with our website or communications

4. Cookies and Tracking Technologies We use cookies and similar tracking technologies to enhance your experience on our website. This includes:

- **Essential cookies:** necessary for the website to function and cannot be switched off in our systems.
- **Performance cookies:** help us understand how visitors interact with the site by collecting and reporting information anonymously (e.g., pages visited, bounce rates).

- **Functional cookies:** enable enhanced functionality and personalization based on user interactions.
- **Targeting cookies:** may be set by third-party services to build a profile of your interests and show you relevant ads on other sites.

You can control or disable cookies through your browser settings. Please note that disabling certain types of cookies may impact your experience on our site.

5. Sharing of Information We do not sell your personal data. We may share it with:

- Service providers performing tasks on our behalf (e.g., hosting, analytics)
- Legal authorities when required by law
- Third-party providers, only with your consent, where necessary to deliver requested services or communications

6. Data Security We implement reasonable technical and organizational measures to protect your data from unauthorized access, loss, or misuse. These include encryption, access controls, secure development practices, and monitoring of systems to detect anomalies or breaches.

7. Your Rights Depending on your location, you may have rights to:

- Access or correct your personal information
- Request deletion of your personal data
- Object to certain data uses
- Withdraw consent where processing is based on consent
- Be informed about third parties with whom your information has been shared
- Request review of automated decisions that affect your rights

To exercise these rights, contact us at: privacy@acxchange.com

8. Data Retention We retain personal information only as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law. Backups and business continuity records may retain data beyond account deactivation.

9. Third-Party Links Our website may contain links to third-party websites. We are not responsible for their privacy practices and encourage you to review their policies.

10. International Data Transfers Where required, we implement safeguards to ensure any transfer of personal information outside your jurisdiction complies with applicable legal requirements, including the use of Standard Contractual Clauses or other approved mechanisms.

11. Communication Preferences You may opt out of receiving marketing emails from us by following the opt-out instructions in those emails. We may still send important transactional or service-related communications even if you opt out of marketing messages.

12. Updates to This Policy We may update this Privacy Policy from time to time. We will post the updated version on our website with the effective date. Where required by law, we will notify you of significant changes and seek your consent.

13. Contact Us If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

Email: privacy@acxchange.com

Mail: Acxchange LLC., 10000 N 31st Ave, Suite D131, Phoenix, AZ 85051

Website: <https://www.acxchange.com> <https://www.kognitiveworks.com>

14. California Privacy Rights (CCPA/CPRA Notice)

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), including the right to:

- Know what categories of personal information we collect and disclose
- Access specific pieces of personal information collected
- Request deletion of your personal information
- Correct inaccurate personal information
- Opt-out of the sharing or selling of personal information (note: we do not sell personal data)
- Limit the use of sensitive personal information (to the extent applicable)
- Not be discriminated against for exercising these rights

To submit a request, you or your authorized agent may contact us at privacy@acxchange.com. We may need to verify your identity before processing certain requests.

We have not sold or shared personal information with third parties for cross-context behavioral advertising in the preceding 12 months.