

Privacy Policy

Effective Date: 2026-08-07

Your privacy is important to us. This policy explains how we collect, use, and protect your information.

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

What personal information do we collect from the people that visit our blog, website or app?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information or other details to help you with your experience.

When do we collect information?

We collect information from you when you register on our site, fill out a form, Use Live Chat, Open a Support Ticket or enter information on our site.

How do we use your information?

We do not sell, rent or otherwise disclose personal or business information collected by our site and/or services to third parties in the ordinary course of business, except as described in this policy (see "Sale and sharing of personal information" below). However, certain third party agents and other third parties performing services for Reachify (technical auditors, developers, operations, and others) may have access to your businesses information in order to do their jobs.

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To quickly process your transactions.

How do we protect your information?

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers.

Do we use cookies and similar technologies?

Yes. We use cookies and similar technologies to operate this website and, subject to the choices described below, to measure how the site is used and to support our advertising.

We group these technologies into two categories, matching the choices presented in our consent banner:

- **Strictly Necessary.** Required for the site to function, and always active. These support core features such as our contact and sign-up forms, form submissions, appointment scheduling, accessibility tooling, spam and fraud prevention, demo continuity, and remembering your consent choices. They cannot be switched off.
- **Analytics & Marketing.** Used to understand how visitors find and use the site, to measure the performance of our advertising, and to support advertising on other platforms. Providers include, for example, Google Analytics, Google Ads, Meta, and similar measurement and advertising services.

You can change your choices at any time using the “Do Not Sell or Share My Personal Information” link in the footer of every page. Withdrawing consent stops these technologies from loading on subsequent page loads; cookies previously set by third parties may remain until they expire or you delete them in your browser.

The cookie and tracking disclosures in this policy apply to our public websites, including reachify.io and its subdomains. Our logged-in merchant application is a separate system and is not covered by these cookie and tracking disclosures.

Your choices, and how they differ by location

If you are in the United States or most other locations: Analytics & Marketing technologies are enabled when you arrive. A banner informs you and lets you decline at any time, either from the banner or from the “Do Not Sell or Share My Personal Information” link in our footer. Declining stops these technologies on subsequent page loads.

If you are in the European Economic Area, the United Kingdom, Switzerland, or Canada (including Quebec): nothing beyond Strictly Necessary technologies runs until you agree. We ask first, and no analytics or advertising technology runs unless you accept.

Global Privacy Control. If your browser sends a Global Privacy Control (“GPC”) signal, we treat it as a request to opt out of Analytics & Marketing technologies and apply it automatically, with no action needed from you.

Please note that where these technologies are enabled on arrival, they may load before you interact with the banner. The banner provides notice and a means to decline; it does not delay their loading. If you would prefer that they never load, decline on your first visit or use a browser that sends a GPC signal.

Records of your consent choice. When you make or change a consent choice, we record the date and time, the choices made, your IP address, your browser’s user agent and language, and the regional rule applied, so that we can honor your choice and demonstrate that we did. These records are retained for 365 days.

AI-assisted communications

Our services enable the businesses that use them (“merchants”) to handle customer communications with the assistance of artificial intelligence. When you call or send a text message to a merchant that uses our services, your interaction may be handled by an AI-powered assistant acting on the merchant’s behalf.

- **Voice interactions.** We process the audio of inbound telephone calls in real time in order to provide the service, and we generate transcripts of those interactions.
- **Call recordings.** Calls are not recorded by default. A merchant may elect to enable call recording, in which case a disclosure is included at the beginning of the call informing callers that the call may be recorded.
- **Text messages.** We send text messages to a merchant’s customers only in response to a message the customer initiated, or where the customer requests and agrees during a call to receive a specific one-time message.
- **Opting out of text messages.** You may opt out of receiving text messages at any time by replying STOP to any message you receive from us. Message and data rates may apply.
- **No AI training or secondary use.** We do not use merchant or customer information — including call audio, recordings, transcripts, or message content — to train or fine-tune artificial intelligence models. We use this information only to provide, maintain, secure, and improve our services, and we do not permit our third-party AI service providers to use this information to train their models.

Transcripts, call recordings (where enabled), and message logs are used to provide the service and are handled as described elsewhere in this policy.

Third-party platform integrations

Our services may be used in connection with third-party point-of-sale, commerce, or application platforms (each, a “Platform”). When a merchant connects our services to a Platform, we exchange information with that Platform as described below.

- **Information we receive.** We receive merchant account and store profile information, menu and catalog data, and order and transaction records associated with orders submitted through our services. Payment card information we receive is limited to truncated card data (such as the last four digits of the card number); we do not collect, process, or store full payment card numbers.
- **Information we disclose.** To facilitate order creation and fulfillment, we transmit order details to the Platform on the merchant’s behalf, which may include a customer’s name and telephone number.
- **Retention of Platform data.** We retain merchant account and store profile information, menu and catalog data, and order and transaction records associated with orders submitted through our services.
- **Deactivation.** If a merchant disconnects or uninstalls our application from a Platform, the associated account is deactivated.

Each Platform processes personal information in accordance with its own privacy policy, which is available from the Platform.

Data retention and deletion

We retain personal information for as long as necessary to provide our services, comply with our legal obligations, resolve disputes, and enforce our agreements. Retention periods vary depending on the type of information and the purposes for which it is used. Call recordings, transcripts, and message logs are retained in connection with the applicable merchant's use of our services and may be retained thereafter as required or permitted by law.

When a merchant's account is closed or deactivated, the associated information is removed from active use and retained only as necessary for the purposes described above or as required by law.

To request deletion of your personal information, contact us at support@reachify.io. California residents may exercise their deletion rights as described in the "Your California Privacy Rights" section below.

Service providers

We use third-party service providers to support the operation of our services. These providers process personal information on our behalf, only as necessary to perform services for us, and are required to keep it confidential and not use it for their own purposes. The categories of service providers we use include: cloud hosting and infrastructure providers; telecommunications and messaging carriers; artificial intelligence and speech-processing providers; payment processors; and customer support and communications tools. We also exchange information with the Platforms described in the "Third-party platform integrations" section above. The analytics and advertising providers used on our public websites are described in the "Do we use cookies and similar technologies?" section.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third-party links

We do not include or offer third-party products or services on our website.

Google Advertising

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

Google Email

Additional Limits on Use of Your Google User Data: Notwithstanding anything else in this Privacy Policy, if you provide the App access to the following types of your Google data, the App's use of that data will be subject to these additional restrictions:

- The App will only use access to read, write, modify or control Gmail message bodies (including attachments), metadata, headers, and settings to provide a web email client that allows users to compose, send, read, and process emails and will not transfer this Gmail data to others unless doing so is necessary to provide and improve these features, comply with applicable law, or as part of a merger, acquisition, or sale of assets.
- The App will not use this Gmail data for serving advertisements.
- The App will not allow humans to read this data unless we have your affirmative agreement for specific messages, doing so is necessary for security purposes such as investigating abuse, to comply with applicable law, or for the App's internal operations and even then only when the data have been aggregated and anonymized.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. – See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/>

Your California Privacy Rights

If you are a California resident, the California Consumer Privacy Act (“CCPA”), as amended by the California Privacy Rights Act (“CPRA”), gives you the right to (i) request access to the personal information we have collected about you, including the categories, sources, purposes, and third parties with whom we have shared it; (ii) request a copy of specific pieces of personal information we maintain about you; (iii) request deletion of personal information we have collected from you; (iv) request correction of inaccurate personal information; (v) not be discriminated against for exercising any of these rights, and (vi) opt out of the “sale” or “sharing” of your personal information as described in the “Sale and sharing of personal information” section of this policy. These rights are subject to exceptions permitted by law.

- **Categories of personal information.** During the preceding 12 months, we have collected the following categories of personal information: Identifiers; Commercial Information; Internet or Other Electronic Network Activity Information; Audio, Electronic, or Similar Information; Geolocation Data; and Financial Information. We have disclosed these categories to our service providers for business purposes. We have also disclosed Identifiers and Internet or Other Electronic Network Activity Information to advertising partners as described in the “Sale and sharing of personal information” section of this policy.
- **Sale / sharing.** Please see the “Sale and sharing of personal information” section of this policy for a description of our practices and how to opt out.
- **Sensitive personal information.** To the extent voice recordings or transcripts from AI-assisted interactions constitute “sensitive personal information” under the CCPA/CPRA, we use and disclose that information only to provide the Reachify service and for related operational purposes permitted by law, and not to infer characteristics about any consumer. The right to limit the use and disclosure of sensitive personal information therefore does not apply.
- **How to exercise your rights.** Contact us at support@reachify.io. We may need to verify your identity before responding and may deny requests we cannot verify.

According to CalOPPA, we agree to the following:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.
- Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By logging in to your account

Sale and sharing of personal information

We do not sell personal information in exchange for money. However, our use of Google Ads and the Meta pixel involves disclosing identifiers and activity on our websites to those companies for cross-context behavioral advertising, which California law treats as “sharing” and some other states describe as targeted advertising.

You may opt out at any time by using the “Do Not Sell or Share My Personal Information” link in the footer of any page, or by browsing with a Global Privacy Control signal enabled, which we honor automatically.

We do not knowingly sell or share the personal information of consumers under 16 years of age.

Privacy disclosures for Canada

We provide services to merchants in Canada, and we handle personal information of individuals in Canada in accordance with the Personal Information Protection and Electronic Documents Act (“PIPEDA”) and applicable provincial privacy laws. If you are located in Canada:

- **Cross-border processing.** Personal information we collect is stored and processed in the United States. While your information is outside Canada, it is subject to the laws of the jurisdictions in which it is located and may be accessible to the governments, courts, and law enforcement or regulatory agencies of those jurisdictions.
- **Access and correction.** You may request access to, or correction of, the personal information we hold about you by contacting us at support@reachify.io. We may need to verify your identity before responding.
- **Withdrawal of consent.** You may withdraw your consent to our collection, use, or disclosure of your personal information, subject to legal or contractual restrictions and reasonable notice. Withdrawing consent may affect our ability to provide the services.
- **Questions and complaints.** Questions, concerns, or complaints about our privacy practices may be directed to support@reachify.io. You also have the right to file a complaint with the Office of the Privacy Commissioner of Canada or your provincial privacy regulator.

Do Not Track and Global Privacy Control

We honor Global Privacy Control (GPC) signals as an opt-out of Analytics & Marketing technologies, as described above. There is no accepted industry standard for responding to the older “Do Not Track” browser setting, so we do not respond to it separately; GPC is the mechanism we support.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via email

- Within 1 business day

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at support@reachify.io or follow the unsubscribe instructions at the bottom of each email, and we will promptly remove you from ALL correspondence.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

Reachify Headquarters

13280 Evening Creek Drive South, Suite 225

San Diego, CA 92128

support@reachify.io

reachify.io

800-215-0522