

INTROVIA PRIVACY POLICY

B2B Outbound Automation Platform

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Rood Solar, Inc.
131 Continental Dr, Suite 305
Newark, DE 19713, USA
Email: privacy@introvia.ai

PRIVACY COMMITMENT

Introvia is committed to protecting the privacy and security of your business data. This Privacy Policy explains how we collect, use, process, and safeguard information in connection with our B2B outbound automation services. We handle only business contact information and do not process personal consumer data.

1. INTRODUCTION AND SCOPE

This Privacy Policy ("Policy") describes how Rood Solar, Inc. ("Introvia," "Company," "we," "our," or "us") collects, uses, processes, stores, and protects information in connection with our business-to-business (B2B) outbound automation platform and related services (the "Service").

This Policy applies to:

- Business customers who use our Service ("Clients")
- Authorized users of Client accounts
- Business contacts processed through our automation platform
- Visitors to our website and marketing materials

By using our Service, you acknowledge that you have read and understood this Privacy Policy and agree to our data handling practices described herein.

2. DEFINITIONS

For purposes of this Privacy Policy:

"Business Contact Information" means professional contact details of individuals acting in their business capacity, including names, business email addresses, job titles, company information, and professional profiles.

"Client Data" refers to information provided by Clients, including account information, campaign settings, CRM integrations, and business preferences.

"Personal Data" means information that identifies, relates to, or could reasonably be linked with a particular individual or household, as defined by applicable privacy laws.

"Processing" includes any operation performed on data, including collection, recording, organization, storage, adaptation, retrieval, consultation, use, disclosure, or deletion.

"Service Data" means information generated through the operation of our Service, including analytics, performance metrics, and system logs.

3. INFORMATION WE COLLECT

3.1 Client Account Information

When you create an account or use our Service, we collect:

- Business contact details (name, business email, phone number, company name)
- Account credentials and authentication information
- Billing and payment information (processed by third-party payment processors)
- Company information and business requirements
- Campaign preferences and configuration settings

3.2 Business Contact Information

Through our lead generation and outreach services, we process:

- Professional contact information sourced from publicly available business databases
- Business email addresses and professional profiles
- Job titles, company affiliations, and industry information
- Firmographic data and business intelligence
- Communication preferences and engagement history

3.3 Service Usage Data

We automatically collect information about how our Service is used:

- Campaign performance metrics and analytics
- Email deliverability and engagement statistics
- System logs, access records, and technical diagnostics
- Feature usage patterns and platform interactions
- Integration data from connected CRM and business systems

3.4 Technical Information

We collect technical data necessary for Service operation and security:

- IP addresses, device identifiers, and browser information
- Session data and authentication tokens
- Cookies and similar tracking technologies
- Error reports and performance monitoring data

4. HOW WE USE INFORMATION

4.1 Service Delivery and Operations

We use collected information to:

- Provide, operate, and maintain our outbound automation services
- Process and execute B2B outreach campaigns on behalf of Clients
- Generate leads and business contact information
- Manage email deliverability and domain infrastructure
- Process payments and manage billing

4.2 AI and Automated Processing

We use artificial intelligence and automated systems to:

- Generate personalized outreach messages and content
- Analyze and optimize campaign performance
- Qualify and score potential business prospects
- Automate follow-up sequences and conversation management
- Improve targeting accuracy and relevance

4.3 Service Improvement and Development

We analyze aggregated and anonymized data to:

- Enhance platform functionality and user experience
- Develop new features and service capabilities

- Conduct research and development activities
- Improve AI algorithms and automation capabilities
- Benchmark industry performance and trends

4.4 Legal and Compliance Purposes

We may process information to:

- Comply with legal obligations and regulatory requirements
- Enforce our Terms of Service and other agreements
- Protect against fraud, abuse, and security threats
- Respond to legal requests and government inquiries
- Maintain records for audit and compliance purposes

5. LEGAL BASIS FOR PROCESSING

Our legal basis for processing information depends on the type of data and context:

Contract Performance: Processing necessary to provide our Service under our Terms of Service agreement

Legitimate Business Interests: Processing business contact information for B2B outreach and lead generation activities

Legal Compliance: Processing required to comply with applicable laws and regulations

Consent: Where specifically obtained for certain processing activities

6. INFORMATION SHARING AND DISCLOSURE

6.1 Service Providers and Partners

We may share information with trusted third-party service providers who assist in delivering our Service:

- Cloud infrastructure and hosting providers
- Payment processing and billing services
- Email delivery and infrastructure providers
- Data enrichment and business intelligence services
- Analytics and monitoring services

All service providers are bound by contractual obligations to protect information and use it only for authorized purposes.

6.2 Legal Requirements and Protection

We may disclose information when required by law or to protect our legitimate interests:

- In response to legal process, court orders, or government requests
- To investigate or prevent fraud, security breaches, or illegal activities
- To enforce our Terms of Service or protect our rights and property
- To protect the safety and security of our users and the public

6.3 Business Transfers

In the event of a merger, acquisition, sale of assets, or other business transaction, information may be transferred to the acquiring entity, subject to substantially similar privacy protections.

6.4 No Sale of Personal Information

We do not sell, rent, or trade personal information to third parties for marketing purposes. Our business model is based on subscription services, not data monetization.

7. DATA SECURITY AND PROTECTION

7.1 Security Measures

We implement comprehensive security measures to protect information against unauthorized access, disclosure, alteration, or destruction:

- Encryption of data in transit and at rest using industry-standard protocols
- Multi-factor authentication and access controls
- Regular security assessments and vulnerability testing
- Network firewalls and intrusion detection systems
- Employee training and background checks
- Incident response and breach notification procedures

7.2 Data Breach Response

In the event of a data security incident, we will:

- Investigate and contain the incident promptly
- Notify affected parties and authorities as required by law
- Implement remedial measures to prevent recurrence
- Provide updates and assistance to affected individuals

8. DATA RETENTION AND DELETION

8.1 Retention Periods

We retain information for different periods depending on the type and purpose:

- Active account data: Retained during the subscription period and for 30 days after termination
- Campaign and lead data: Retained for up to 2 years after campaign completion
- Billing and transaction records: Retained for 7 years for tax and audit purposes
- Security logs and monitoring data: Retained for 1 year for security and fraud prevention
- Aggregated analytics: Retained indefinitely in anonymized form

8.2 Data Deletion

Upon expiration of retention periods or upon valid deletion requests, we securely delete information using industry-standard data destruction methods. Some information may be retained longer if required by law or for legitimate business purposes such as fraud prevention.

9. YOUR RIGHTS AND CHOICES

9.1 Access and Control

You have the following rights regarding your information:

- Access: Request information about what personal data we hold about you
- Correction: Request correction of inaccurate or incomplete information
- Deletion: Request deletion of personal data in certain circumstances
- Portability: Request a copy of your data in a structured, machine-readable format
- Objection: Object to processing based on legitimate interests

9.2 Business Contact Rights

If you are a business contact who has received outreach through our platform:

- You can opt out of future communications by using unsubscribe links or replying with opt-out requests
- You can request information about how your business contact details are being used
- You can request correction or removal of inaccurate business contact information

9.3 How to Exercise Your Rights

To exercise your rights or submit privacy-related requests, contact us at privacy@introvia.ai. We will respond to valid requests within the timeframes required by applicable law (typically 30 days).

10. INTERNATIONAL DATA TRANSFERS

Our Service is operated from the United States. Information may be transferred to, stored, and processed in the United States and other countries where our service providers operate. These countries may have different data protection laws than your jurisdiction.

When transferring information internationally, we implement appropriate safeguards such as:

- Standard contractual clauses approved by relevant authorities
- Adequacy decisions by data protection authorities
- Other legally recognized transfer mechanisms

11. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar technologies to:

- Maintain user sessions and authentication
- Remember user preferences and settings
- Analyze Service usage and performance
- Provide security and fraud protection

You can control cookie settings through your browser preferences. However, disabling certain cookies may affect Service functionality.

12. CHILDREN'S PRIVACY

Our Service is designed for business use and is not intended for individuals under 18 years of age. We do not knowingly collect personal information from children under 18. If we become aware that we have collected information from a child under 18, we will take steps to delete such information promptly.

13. PRIVACY POLICY UPDATES

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or business operations. Material changes will be communicated through:

- Email notification to account holders
- Notice on our website and Service interface
- At least 30 days advance notice for significant changes

Continued use of our Service after policy updates constitutes acceptance of the revised terms.

14. CONTACT US

For questions, concerns, or requests related to this Privacy Policy or our data practices, please contact us:

Privacy Office

Rood Solar, Inc.

131 Continental Dr, Suite 305

Newark, DE 19713, USA

Email: privacy@introvia.ai

General Support: support@introvia.ai

***** END OF PRIVACY POLICY *****
