

PRIVACY POLICY

Last Updated: September 11, 2025

The Route AI Limited Liability Company ("Route")

Contact: contact@tellroute.com

Address: 1155 Barton Springs Rd, #710, Austin, TX 78704, United States

1. SCOPE & QUICK SUMMARY

- We are U.S.-only and do not sell or “share” personal information as defined under U.S. state privacy laws. We also do not use personal information for targeted advertising.
- We use trusted vendors (e.g., hosting, analytics, payments) under contracts that limit how they use your information.
- You can ask to access, delete, or correct your information by emailing us. We verify requests before acting.

2. WHAT WE COLLECT

A) Personal Information You Provide: name, email, billing details, business details, support messages, account credentials.

B) Automatic Data: IP address, device/browser type, operating system, analytics events (pages visited, features used), cookies.

C) Telephony & AI Features (if you use them): call metadata (time, duration, numbers), call recordings and/or transcripts, SMS/MMS logs, automated agent interaction logs. You should ensure you have appropriate consent for recording in all applicable jurisdictions (e.g., two-party consent states).

D) Payment Data: handled by our payment processor (e.g., Stripe). We do not store full card numbers.

E) Sources: directly from you; automatically from your device; from service providers you connect; from publicly available sources related to your business identity.

We do not knowingly collect information from children under 13.

3. HOW WE USE INFORMATION

- Provide, secure, and maintain the Services (account creation, troubleshooting, fraud prevention).
- Operate AI/automation features, including generating and storing transcripts/recordings where enabled.
- Process payments and manage subscriptions.
- Communicate with you (support, transactional notices, product updates). Marketing communications are optional and you can opt out anytime.

- Improve the Services (analytics, feature development).
- Comply with law, enforce terms, and protect our rights and users.

We do not use your content to train publicly available, general-purpose AI models. We do not permit our vendors to use your data to train their models beyond providing the Services to us, unless you separately opt in.

4. COOKIES & TRACKING

We use cookies and similar technologies for authentication, security, and analytics. You can control cookies through your browser; some features may not work if disabled. If we later use advertising cookies, we will update this Policy and provide required opt-out links.

5. SHARING & DISCLOSURES

We do not sell or “share” personal information. We disclose data to:

- Vendors/Service Providers (hosting, storage, analytics, payments, communications) bound by contracts to use the data only to provide services to us.
- Legal/Compliance (to comply with laws, enforce our terms, or respond to lawful requests).
- Business Transfers (e.g., merger or acquisition). Any successor will honor this Policy or notify you of changes.

We may publish aggregated or de-identified insights that do not identify individuals.

6. STATE PRIVACY RIGHTS (CA, CO, CT, UT, VA, TX & similar)

Depending on where you live, you may have rights to: (a) know/access the personal information we have about you; (b) obtain a portable copy; (c) delete it; (d) correct inaccuracies; and (e) opt out of sale/sharing/targeted ads (not applicable as we do none).

How to exercise: email us at contact@tellroute.com. We will verify your request (we may need additional information). Authorized agents may submit requests with valid written permission. If we deny your request, you may appeal by replying to our decision email; we will respond with the outcome and reasoning.

Universal Opt-Out Signals (e.g., Global Privacy Control): We currently neither sell/share nor use targeted advertising, but if that changes, we will honor recognized UOOM signals where required.

Sensitive Personal Information: If we collect any, we use it only for permitted purposes and do not use it to infer characteristics without your consent.

7. CALL RECORDINGS & TRANSCRIPTS (TELEPHONY FEATURES)

If you enable call recording or transcription, we process those materials to provide the Services (e.g., quality assurance, workflow automation). You are responsible for obtaining any legally required consent and for configuring announcements where required. You can request deletion of recordings/transcripts; retention defaults are described below.

8. DATA RETENTION

We retain personal information only as long as necessary for the purposes above, then delete or de-identify it. Typical retention:

- Account data: while your account is active + up to 2 years.
- Billing/transaction records: up to 7 years (tax/audit).
- Support tickets: up to 3 years after closure.
- Call recordings/transcripts (if enabled): default 180 days, configurable by you; earlier deletion upon request where feasible.
- Logs/analytics: up to 24 months in aggregated or de-identified form.

Backups may persist temporarily and are deleted on a rolling schedule.

9. SECURITY & INCIDENT RESPONSE

We use reasonable administrative, technical, and physical safeguards (encryption in transit, access controls, monitoring). No system is perfectly secure. If a breach occurs that affects your personal information, we will notify you and, if applicable, regulators, consistent with U.S. state breach-notification laws.

10. CHILDREN'S PRIVACY

The Services are not directed to children under 13, and we do not knowingly collect their personal information. If you believe we collected data from a child under 13, contact us and we will delete it.

11. SUBPROCESSORS

We use third-party vendors to help deliver the Services (e.g., cloud hosting, analytics, payments, communications). Upon request, we can provide a current list of subprocessors or publish one on our site. We require vendors to protect personal information and to use it only to provide services to us.

12. CHANGES TO THIS POLICY

We may update this Policy periodically. If we make material changes, we will notify you (e.g., email or in-app) before they take effect.

13. CONTACT

Questions or requests? Email contact@tellroute.com or write to 1155 Barton Springs Rd, #710, Austin, TX 78704, United States.