

# Antares Technology LLC, User Privacy Notice

**Antares Technology is a communications company offering a variety of services to help businesses grow faster. Antares Technology does business in the United States as Antares Technology LLC ("Antares"). This Privacy Notice sets forth details regarding the information Antares collects from its Users, and from those who visit our website ([www.antaressocial.com](http://www.antaressocial.com)).**

## **Definitions**

As used in this Privacy Policy, the below terms have the following meanings:

**"Applicable Law"** – "Applicable Law" means the applicable state and federal laws which govern the collection, use, and administration of Personal Data.

**"Data Subject"** – A "Data Subject" is any Antares User.

**"Personal Data"** – "Personal Data" is information relating to an identified or identifiable natural person. Examples include a name, an identification number, personal or business contact information, location data, an online identifier, and factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

**"Personal Data Breach"** – "Personal Data Breach" means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed.

**"Process"** – "Process" means any operation or set of operations that is performed on Personal Data, such as collecting, using, storing, sharing, and destroying Personal Data.

**"User"** – A "User" is any individual who inquires about, contracts for, and/or uses Antares business communications services, or who visits Antares website or uses Antares products or services.

## **The information we collect**

In most cases, Antares, collects Personal Data directly from the User. When you inquire about Antares services, we will collect your name, your business title, your business contact information (email, phone number, and address), your IP address(es) and browser information.

When you contact us using [support@antaressocial.com](mailto:support@antaressocial.com), we ask you provide us with your first and last name, your email address, your contact phone number, and your Antares account or phone number, as well as the details about your issue/request. We also record your IP address for web analytics to improve our product and experience. When you submit a request to receive Antares newsletter or marketing materials, we will Process your email address.

Antares uses tracking technologies on our websites and applications to record and analyze user interactions and sessions. We use this information to improve the usability and performance of our services, further develop and improve our products, and to provide tool-tips and information to improve your experience while interacting with our services. These tools collect metadata about your use of our services including browser version and name, operating system, network identifiers, location, screen resolution, and first and last visit. Data collected also includes your mouse movement, clicks, taps, pages viewed, and scrolling across multiple pages on web, desktop and mobile applications. These technologies can allow Antares to visually replay your usage session with our services. On our public websites, this information is aggregated by anonymous user identifiers. Within our applications, this information is identified by your corporate account number and username or email address.

We may also Process Personal Data that we receive from third parties. When we receive Personal Data from a third party, we will let you know to the extent required by applicable laws or regulations.

- **Aggregate and anonymous data.** We collect some information on an anonymous basis and may anonymize the personal information we collect about you into data groups. When we employ non-Antares companies to anonymize or aggregate data on our behalf, the requirements of this Policy apply. We may share aggregate or anonymous information in various formats with trusted non-Antares entities, with whom we have contracted to aggregate such data and may work with those entities to do research and provide products and services. When Antares jointly provides a service with a non-Antares company, your Personal Information may be subject to both this Policy and the privacy policy of the non-Antares company. We encourage you to review the privacy policies of any non-Antares company with which you do business to determine what information will be collected and how it will be used or disclosed to others.
- **Customer Proprietary Network Information.** Customer Proprietary Network Information (CPNI) is information Antares obtains when providing telecommunications services. CPNI includes the types of telecommunications services purchased, how services are used, billing information related to those services, and calling details (for example, the time, length, and destination of calls placed).
- **Cookies.** We may use cookies or similar technologies to record or log data. For example, we may use cookies to keep you logged in to the NextOS platform. Some of the cookies we use are associated with your NextOS account (including personal information about you, such as the email address you gave us), and other cookies are not. Antares also uses cookies to store information that can be used to serve ads relevant to your interests, and to help our advertisers measure the effectiveness of a particular advertisement. This helps us tailor ads to your interests. These cookies not only help us ensure that you do not repeatedly see the same ads, but (if you opt-out) they can also help us prevent you from seeing targeted ads at all. You may opt out of Antares's use of data for internet-based advertising. Please keep in mind that even after you opt-out, you may still continue to see ads, but they will no longer be tailored to your interests. Opting-out also does not remove Antares cookies. They will remain on your computer, but we will not use the data connected to your cookie for our services. Please note that if you delete your cookies, you will need to opt-out again to avoid being served targeted ads in the future. Users can

control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited. To opt out of the benefits of our targeted ads, click here: Disable Antares Cookie (<http://www.aboutcookies.org>).

- **Children's data.** Antares Technology LLC does not knowingly process the Personal Data of anyone under the age of 18 (a "Child") without parental consent. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us at [support@antaressocial.com](mailto:support@antaressocial.com) so that we may take appropriate steps to remove that information from our servers.
- **Social Media.** Antares uses social media accounts (LinkedIn, Facebook, Twitter, Instagram, TikTok, Pinterest) to engage with the public. Our social media accounts are produced and maintained by Antares communications team, sometimes working with service providers. Through our social media engagement we are able to provide customer support, engage with users interested in our products or services, respond to messages through the comment, message, or chat functions, collect aggregated information about interactions with our content on or through social media, analyze trends, and conduct social media listening of conversations about our company and our products and services. When you engage with us through our social media channels, the platform providers will also process information about you. For further information, please consult the privacy policy of the platform provider.

### **Why we Process and how we use Personal Data**

We Process your Personal Data at your request and with your consent to allow you to determine whether to contract for our products or services, and to allow us to troubleshoot issues you are having and respond to your inquiries.

When you purchase products or services from Antares, or when you sign up to receive Antares's newsletter or marketing communications, we may contact you regarding similar services or products that we believe may be of interest to you. You may opt out of such communications at any time by clicking on the unsubscribe link located in the email from us.

We may use your Personal Data for a variety of other legitimate business interests, including:

- to provide services;
- to analyze, maintain, and improve our business offerings;
- to enhance your website experience;
- internal recordkeeping, audits, and investigations;
- insurance purposes;
- to protect against and identify fraud and other criminal activity; and
- to exercise or defend against legal claims.

You are under no statutory or contractual obligation to provide Personal Data to Antares. However, if you do not provide certain information, we may not be able to enter into a business agreement with you or process your request for assistance.

### **With whom we share Personal Data**

**Antares employees:** Your Personal Data is shared internally among Antares employees, as is appropriate to allow us to serve your business needs and respond to your requests. Antares customer support centers are located in the United States where our customer support team is remotely located. If you reach out to Antares support centers, your Personal Data will be processed in one of those locations. While different locations have different laws regulating the treatment of personal information, Antares Technology LLC. has policies and/or contracts in place requiring that any Personal Data shared with Antares employees located outside of the United States be provided the same level of protection as if that Personal Data were processed in the United States.

**Others working for us:** We may share your information with service providers who help us run our business, including hosting our sites, delivering our emails and marketing communications to you, analyzing the data we collect, helping us with sales attribution (e.g., to see if we showed you an ad on a platform site and then you bought a product from us) and sending you the products and services you requested. We also share your information with lawyers, auditors, consultants, information technology and security firms, and others who provide services to us. We share only the personal information needed for these companies to complete the tasks we request. They are required to protect your information in the same way we do and will not share it or use it for any other purpose than to provide us services.

**Other third parties:**

- **Law Enforcement.** We may share your Personal Data with law enforcement, other government entities, or our legal counsel: (1) if we believe there has been a violation of our Terms & Conditions or other user policies; (2) if we believe that someone may be causing injury to our rights or property, other users, or anyone else; (3) to respond to judicial process or to provide information to law enforcement; or (4) as otherwise required by law. To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of a legal process.
- **Corporate restructuring.** If Antares Technology LLC is involved in a merger, acquisition, asset sale, or transition of service to another provider, as well as in the unlikely event of an insolvency, bankruptcy, or receivership, your Personal Data may be transferred outside of the organization, and outside of the United States. Should this occur, we will use reasonable efforts to inform you of the transfer and to ensure the transferee uses your information in a manner consistent with this Privacy Policy.

Antares does not sell or share Personal Data with third parties for marketing purposes.

**How we protect your Personal Data**

We take the security of your data very seriously. We have established electronic and administrative safeguards, including data encryption and restricted personnel access, designed to secure the Personal Data we collect, to prevent unauthorized access to or disclosure of that information, and to ensure it is used appropriately. We also have internal policies and measures in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed by anyone other than employees of Antares and the above-discussed third parties in

the proper performance of their duties. These policies and measures are regularly reviewed and updated as appropriate.

Although we strive to keep your Personal Data secure, no security measures are absolute, and we cannot guarantee that your Personal Data will never be disclosed in a manner inconsistent with this Policy (for example, as the result of unauthorized acts by third parties that violate the law or this Policy). We will make reasonable attempts to notify you if we determine that Antares has experienced a Personal Data Breach, unless we are not required to do so under Applicable Law.

### **Automated Processing**

Antares uses data and information about you to make relevant suggestions to you and others. We use the information and data that you provide and that we have about Users to make recommendations or provide guidance as far as customer sentiment that may be useful to you. For example, we use data and information about you and information that you provide to us to let you know how your customers are feeling about you.

### **Where we store and how long we retain Personal Data**

Your Personal Data will be stored in a variety of places, including Antares's IT systems. Antares will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. Antares Technology LLC will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

### **Account Set-Up**

When selecting usernames and passwords for Antares accounts, you should choose words or characters that are not obvious. Likewise, you should always keep Personal Information such as account numbers, usernames, passwords or similar information in a secure place and not share the information with others.

### **Third Party API Integration**

Antares products allow for the integration with third party Application Programming Interfaces (API) in order to provide consolidated communications through our platform. These APIs include those provided by Google and Microsoft. Integration with third party APIs is always optional and can be disconnected at any time, though some features within Antares will be limited without this integration. Please note also: the process of accessing your Google and Microsoft accounts is configured through the use of OAuth to ensure that at no time does Antares have access to your password for these services.

Antares use and transfer to any other app of information received from Google will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements.

### **Calendar Integration**

You can connect the Antares platform with your calendar to make scheduling easier and more efficient. There are two types of calendars: online and offline. Online calendars like Google and Microsoft 365 calendar are always available via their respective interfaces. With your permission, Antares can store certain calendar data temporarily to improve performance (caching), modify Calendar events, upload files on your behalf to the Google Drive, and share Calendar information with other registered users of the Antares platform. In either case, calendar data on the Antares platform can be deleted at any time.

### **Email Integration**

You can connect the Antares platform with email accounts provided by one or more external providers, including Microsoft and Gmail. We allow you to connect your Microsoft or Gmail account in Antares for the sole purpose of centralizing your communication channels in one place, making it easier to use email to communicate with your customers and to keep your emails organized along with other ways that you communicate with your customers, such as using Voice, SMS/MMS, Video, or Chat. We will never use your Microsoft or Gmail account to send Antares marketing nor will we ever share your Microsoft or Gmail account with any entity outside of Antares. We may send Antares platform notifications if you have configured this as a preferred way to receive notifications outside of the Antares web and mobile applications. The integration with Microsoft or Gmail accounts can be disconnected at any time, and when disconnected, email content associated with these integrations will also be removed from our system within a reasonable time period required to process said data.

### **Your rights**

You have certain rights in respect of your information. In particular, you may have a right of access and correction. If you wish to exercise these rights, please email us via [support@antaressocial.com](mailto:support@antaressocial.com)

### **Changes to this Privacy Policy**

We reserve the right to update this Privacy Policy as necessary to reflect any changes we make and to satisfy legal requirements.

### **Contact Us**

If you have questions about this Privacy Policy or our privacy practices, or to exercise your privacy rights please reach out to [support@antaressocial.com](mailto:support@antaressocial.com)