

# PRIVACY POLICY

Alpha Drive AI

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## 1. Introduction

Alpha Drive AI ("Company," "we," "us," or "our") operates a conversational AI platform that facilitates SMS and voice-based communications between automotive dealerships and their customers and employees. This Privacy Policy describes how we collect, use, disclose, and protect personal information in connection with our services, including:

- SMS messages sent to dealership employees to provide context about inbound call transfers
- Appointment confirmation messages sent to consumers who explicitly request text confirmation
- Two-way SMS conversations initiated by consumers to schedule appointments with dealerships

By using our services or interacting with our SMS communications, you agree to the practices described in this Privacy Policy.

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## 2. Information We Collect

### 2.1 Information You Provide

We collect information you provide directly when interacting with our services, including:

- Name and contact information (phone number, email address)
- Vehicle information (make, model, year, service needs)
- Appointment preferences (date, time, service type)
- Communications content from SMS conversations
- Verbal opt-in consent provided during phone calls

### 2.2 Information Collected Automatically

When you interact with our SMS platform, we may automatically collect:

- Message timestamps and delivery status
- Opt-in and opt-out records with date and time
- Device carrier information
- Interaction history within our platform

## 2.3 Information From Dealership Partners

We may receive information about you from the automotive dealerships that use our platform, including customer records, appointment history, and vehicle service history maintained in their systems.

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## 3. How We Use Your Information

We use the information we collect for the following purposes:

- To send appointment confirmation messages when you have explicitly requested them
- To facilitate two-way SMS conversations for appointment scheduling
- To notify dealership employees of inbound call transfers and relevant caller context
- To process and manage appointment bookings on behalf of dealership partners
- To maintain records of consent and communications as required by law
- To improve and optimize our platform and services
- To comply with legal obligations, including TCPA and carrier requirements
- To detect, prevent, and address fraud, security, or technical issues

We do not use your information for marketing or promotional purposes without separate, express consent.

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## 4. SMS Communications & TCPA Compliance

### 4.1 Consent

We send SMS messages only to individuals who have provided express prior consent. Consent is obtained in the following ways:

- Verbal opt-in: During a phone call, a representative asks if you would like to receive a text confirmation. Your verbal "yes" constitutes consent.
- Message-originated opt-in: When you initiate a text conversation with a dealership through our platform, your inbound message constitutes consent to receive responses.
- Employee operational consent: Dealership employees consent to receive work-related SMS alerts as part of their employment agreement or onboarding process.

### 4.2 Message Frequency

Message frequency varies based on your interaction with the service. Consumers who request an appointment confirmation receive one (1) message per appointment. Consumers who initiate a two-way SMS conversation will receive messages only in direct response to their inquiries

during that active session. Dealership employees receive one (1) operational alert per inbound call transfer. Alpha Drive AI does not send recurring, scheduled, or broadcast messages to consumers.

### **4.3 Opt-Out**

You may opt out of receiving SMS messages at any time by replying STOP to any message. Upon receipt of a STOP request, we will send one final confirmation message and cease all further communications. You may re-subscribe at any time by replying START.

### **4.4 Message & Data Rates**

Message and data rates may apply. Charges are assessed by your mobile carrier based on your plan and are not billed by Alpha Drive AI. Please check with your carrier for details regarding your messaging plan.

### **4.5 Non-Sharing of Mobile Numbers**

Mobile phone numbers collected through our SMS messaging program will not be shared with third parties for marketing or promotional purposes. Alpha Drive AI will not sell, rent, lease, or trade mobile phone numbers to any third party. Mobile numbers may be shared only in the following limited circumstances:

- With the specific Dealership Partner you are communicating with, solely to fulfill your service request.
- With SMS gateway or telecommunications providers strictly for the purpose of message delivery, subject to confidentiality agreements.
- As required by law, regulation, or valid legal process.

This policy applies regardless of whether you are a consumer or a dealership employee enrolled in our platform.

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## **5. How We Share Your Information**

We do not sell your personal information. We may share your information in the following limited circumstances:

- **Dealership Partners:** We share information with the specific dealership you are communicating with in order to fulfill appointment requests and service inquiries.
- **Service Providers:** We may share information with third-party vendors who assist us in operating our platform (e.g., SMS gateway providers, cloud hosting providers), subject to confidentiality obligations.
- **Legal Requirements:** We may disclose information if required by law, regulation, legal process, or governmental request.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

- Safety: We may disclose information where necessary to protect the safety and security of our users, employees, or the public.
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## 6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by applicable law. Specifically:

- SMS conversation records are retained for a minimum of [X] months to satisfy carrier and regulatory requirements.
- Consent records (opt-in/opt-out logs) are retained for a minimum of 4 years in accordance with TCPA requirements.
- Appointment and service records are retained per our agreement with dealership partners.

When information is no longer needed, we delete or anonymize it in accordance with our data retention schedule.

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## 7. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encryption of data in transit and at rest
- Access controls and authentication requirements for personnel
- Regular security assessments and monitoring
- Vendor security requirements and data processing agreements

No method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee absolute security.

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## 8. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal information:

- Access: Request a copy of the personal information we hold about you.
- Correction: Request that we correct inaccurate or incomplete information.

- Deletion: Request that we delete your personal information, subject to legal retention requirements.
- Opt-Out of SMS: Reply STOP to any message or contact us directly to withdraw consent.
- Data Portability: Request your data in a structured, machine-readable format where applicable.

To exercise any of these rights, please contact us using the information in Section 11.

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## 9. Children's Privacy

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a minor, please contact us immediately and we will take steps to delete such information.

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## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by updating the "Last Updated" date at the top of this policy and, where appropriate, by sending a notification via SMS or email. Your continued use of our services after the effective date of the updated policy constitutes your acceptance of the changes.

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## 11. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

### **Alpha Drive AI**

Attn: Privacy Team

24031 S Tamiami Trl, Suite 201

Bonita Springs, FL 34135

Email: [privacy@alphadriveai.com](mailto:privacy@alphadriveai.com)

Phone: [Your Phone Number]

Website: [www.alphadriveai.com](http://www.alphadriveai.com)