PRIVACY POLICY

Last updated October 22, 2026

This Privacy Notice for NPSG Global ("we," "us," or "our"), describes how and why we might access, collect, store, use, and/or share ("process") your personal information when you use our services ("Services"), including when you:

- Visit our website at https://npsgglobal.com/ or any website of ours that links to this Privacy Notice
- Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at dpo@npsgglobal.com.

SUMMARY OF KEY POINTS

This summary provides key points from our Privacy Policy.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use.

Do we process any sensitive personal information? Some information may be considered special or sensitive in certain jurisdictions. We do not process sensitive personal information.

Do we collect any information from third parties? We do not collect any information from third parties.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

In what situations and with which parties do we share personal information? We may share information in specific situations and with specific third parties.

We do not share text messaging originator opt-in data or consent with third parties or affiliates for marketing or promotional purposes.

How do we keep your information safe? We have adequate organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission or storage technology can be guaranteed to be 100% secure.

What are your rights? Depending on where you are located, applicable privacy law may provide rights regarding your personal information.

How do you exercise your rights? Contact us using the details at the end of this notice. We will consider and act upon requests in accordance with applicable data protection laws.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: *We collect personal information that you provide to us.*

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Sensitive Information. We do not process sensitive information.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In Short: *Some information, such as your Internet Protocol (IP) address and/or browser and device characteristics, is collected automatically when you visit our Services.*

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, and information about how and when you use our Services. This information is primarily needed to maintain the security and operation of our Services and for internal analytics and reporting.

Like many businesses, we also collect information through cookies and similar technologies.

- Log and Usage Data. Service-related, diagnostic, usage, and performance information, including IP address, device information, browser type, settings, activity timestamps, pages and files viewed, searches, feature usage, system activity, error reports, and hardware settings.
- Device Data. Information about the computer, phone, tablet, or other device used to access the Services, which may include IP address, device and application identifiers, location, browser type, hardware model, internet service provider or mobile carrier, operating system, and configuration information.
- Location Data. Precise or imprecise device location, depending on device and settings. You may refuse access or disable location settings, although some Services may then be unavailable.

2. HOW DO WE PROCESS YOUR INFORMATION?

In Short: *We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may process information for other purposes only with your prior explicit consent.*

- To save or protect an individual's vital interest. We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR PERSONAL INFORMATION?

In Short: *We only process personal information when we believe it is necessary and have a valid legal reason to do so under applicable law.*

If you are located in the EU or UK, this section applies to you.

The GDPR and UK GDPR require us to explain the legal bases on which we rely. These may include:

- Consent. You have given permission to use personal information for a specific purpose and may withdraw consent at any time.
- Legal Obligations. Processing is necessary to comply with legal obligations or cooperate with a court, law-enforcement body, or regulatory agency.
- Vital Interests. Processing is necessary to protect your vital interests or those of a third party.

If you are located in Canada, this section applies to you.

We may process information based on express or implied consent. You can withdraw consent at any time. Applicable law may permit processing without consent in exceptional cases, including investigations and fraud prevention, business transactions, legal process, identifying injured, ill, or deceased persons, suspected financial abuse, employment-related records, publicly available information, and approved research or statistical projects subject to appropriate oversight and confidentiality commitments.

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: *We may share information in specific situations described in this section and/or with the following third parties*.

Mobile Messaging Information. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties or affiliates for marketing or promotional purposes.

SMS Terms of Service

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from NPSG Global. This includes SMS messages for conversations. Message frequency varies. Message and data rates may apply. Message HELP for help. Reply STOP to any message to opt out.

We may need to share your personal information in certain situations, such as sharing or transferring information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: *We may use cookies and other tracking technologies to collect and store your information*.

We may use cookies and similar tracking technologies, such as web beacons and pixels, to gather information when you interact with our Services. These technologies may support security, crash prevention, bug fixes, preferences, analytics, advertising, and basic site functions.

We may permit third parties and service providers to use online tracking technologies for analytics and advertising. To the extent these technologies are deemed a sale or sharing under applicable US state laws, you may opt out as described in Section 11.

Google Analytics

We may share information with Google Analytics to track and analyze use of the Services. Google Analytics Advertising Features may include Demographics and Interests Reporting. Available opt-out mechanisms include Google Analytics opt-out tools, Ads Settings, and industry advertising opt-out tools.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: *We keep personal information for as long as necessary to fulfill the purposes outlined in this Privacy Notice unless otherwise required by law*.

We retain personal information only as long as necessary for the purposes in this notice, unless a longer period is required or permitted by law, such as for tax, accounting, or other legal requirements.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: *We aim to protect personal information through organizational and technical security measures*.

We have implemented appropriate and reasonable technical and organizational safeguards. However, electronic transmission and storage cannot be guaranteed to be 100% secure. Transmission of personal information to and from our Services is at your own risk, and you should access the Services only within a secure environment.

8. DO WE COLLECT INFORMATION FROM MINORS?

In Short: *We do not knowingly collect data from or market to children under 18 years of age or the equivalent age specified by law in the applicable jurisdiction*.

We do not knowingly collect, solicit, market to, or sell personal information of minors under the applicable age. If we learn such data has been collected, we will deactivate the account and take reasonable measures to delete it. Contact dpo@npsgglobal.com if you become aware of such information.

9. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: *Depending on where you live, you may have rights that provide access to and control over your personal information*.

Rights may include access, rectification, erasure, restriction, portability, objection, and protections regarding automated decision-making. We will consider requests in accordance with applicable law. Residents of the EEA, UK, and Switzerland may also complain to the relevant data protection authority.

Withdrawing your consent: You may withdraw consent at any time by contacting us. This does not affect the lawfulness of processing before withdrawal or processing based on other lawful grounds.

Cookies and similar technologies: Browser controls may allow you to remove or reject cookies, although doing so could affect features or Services.

10. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and applications include a Do-Not-Track feature. Because no uniform technology standard has been finalized, we do not currently respond to DNT browser signals or other automatic mechanisms. If an applicable standard is adopted, we will describe that practice in a revised notice.

11. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: *Residents of certain US states may have rights to access, correct, copy, or delete personal information and to withdraw consent, subject to applicable limitations*.

Categories of Personal Information We Collect

Category	Examples	Collected
A. Identifiers	Contact details, identifiers, IP address, email address, and account name	NO
B. California Customer Records information	Name, contact information, education, employment history, and financial information	NO
C. Protected classifications	Gender, age, date of birth, race and ethnicity, national origin, marital status, and demographic data	NO
D. Commercial information	Transaction information, purchase history, financial details, and payment information	NO
E. Biometric information	Fingerprints and voiceprints	NO
F. Internet or network activity	Browsing and search history, online behavior, interests, and interactions	NO
G. Geolocation data	Device location	NO
H. Audio, electronic, sensory, or similar information	Images and audio, video, or call recordings	NO
I. Professional or employment-related information	Business contact details, job title, work history, and professional qualifications	NO
J. Education information	Student records and directory information	NO
K. Inferences	Profiles or summaries about preferences and characteristics	NO
L. Sensitive personal information		NO

We may also collect other personal information when you interact with us in person, online, or by phone or mail, including through customer support, surveys or contests, delivery of Services, and responses to inquiries.

How We Use and Share Personal Information

We may disclose personal information to service providers pursuant to written contracts. We may use personal information for internal research, technological development, and demonstration. We have not disclosed, sold, or shared personal

information to third parties for a business or commercial purpose in the preceding twelve months and will not sell or share personal information in the future belonging to website visitors, users, and other consumers.

Your Rights

- Right to know whether we process personal data
- Right to access personal data
- Right to correct inaccuracies
- Right to request deletion
- Right to obtain a copy of previously shared personal data
- Right to non-discrimination for exercising privacy rights
- Right to opt out of targeted advertising, sale, certain sharing, or qualifying profiling

Depending on state law, additional rights may include obtaining categories or specific identities of third parties receiving personal data, reviewing and correcting profiling, limiting sensitive-data use, and opting out of certain sensitive-data or recognition-feature collection.

How to Exercise Your Rights

Contact us using the details below. You may designate an authorized agent where permitted by state law. We may require proof of authorization and information needed to verify identity or authority.

Appeals

If we decline to act on a request, you may appeal by emailing dpo@npsgglobal.com. We will provide a written response. If an appeal is denied, you may submit a complaint to your state attorney general where applicable.

California "Shine The Light" Law

California Civil Code Section 1798.83 permits California residents to request, once per year and free of charge, certain information about personal information disclosed to third parties for direct marketing purposes. Submit requests using the contact information below.

12. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: *Yes, we will update this notice as necessary to stay compliant with relevant laws.*

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated date at the top. For material changes, we may prominently post a notice or directly send a notification. We encourage you to review this Privacy Notice frequently.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments, contact our Data Protection Officer by email at dpo@npsgglobal.com, by phone at 678-273-3324, or by mail at:

NPSG Global
Data Protection Officer
1850 Parkway Place Ste 500
Marietta, GA 30067
United States

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on applicable laws, you may request access to personal information, details about processing, correction, deletion, or withdrawal of consent. These rights may be limited in some circumstances. Contact dpo@npsgglobal.com to submit a request.