

## **Privacy Policy**

This Privacy Policy explains how ReRoot collects, uses, and protects your personal information when you use our platform. By accessing or using ReRoot, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our services.

## **Information We Collect**

When you create a ReRoot profile, we collect the personal information you provide, including your full name, professional title, profession, country of origin, current country, languages spoken, business location, and a short biography. You may also provide your contact phone number if you choose to be contacted by other users.

We collect technical information such as your IP address, browser type, device information, and usage data (e.g., searches performed, profiles viewed) to help us operate, secure, and improve the platform.

We do not collect sensitive personal data (e.g., health, financial, or biometric data) or data from third-party sources.

## **How We Use Your Information**

We use your information to:

- Create and display your public profile
- Enable other users to find you based on search filters
- Facilitate direct messaging and voice calls using the phone number you choose to display
- Monitor platform activity to ensure compliance with our Terms of Service
- Improve user experience, performance, and platform features

We may use aggregated or anonymized data to analyze trends and improve services, but this information does not identify individual users.

## **Sharing of Information**

We do not sell, share, or disclose your personal information to third parties. Your profile information is visible only within the ReRoot platform. Your business phone number is only visible if you choose to display it. ReRoot does not share your information externally or with advertising networks.

## **Data Security**

We use encryption, secure storage, and access controls to protect your information. While no system is completely secure, we implement industry-standard safeguards to reduce risks of unauthorized access, loss, or misuse.

## **Your Rights and Controls**

You can update, correct, or remove any part of your profile at any time by logging into your account. If you wish to delete your account, you may do so through your settings. Upon deletion, your personal information will be removed from our systems within a reasonable timeframe.

We do not retain deleted data unless legally required or necessary for platform integrity (e.g., fraud prevention or abuse investigations).

## **Children's Privacy**

ReRoot does not impose age restrictions. However, we encourage users under the age of 16 to seek guidance from a parent or guardian when using the platform.

## **International Users**

ReRoot is based in the United States. If you access the platform from outside the U.S., your data may be transferred to and stored in servers located in the United States.

## **Changes to This Policy**

We may update this Privacy Policy from time to time. If changes are significant, we will notify you via email or platform notice. Continued use of ReRoot after changes are posted constitutes your acceptance of the updated policy.