HEAVISIDE GROUP LLC POLICIES

Version v2026.11.08

These four policies are part of your Service Agreement with Heaviside Group LLC ("Agency", "we"), under whichever of our brands you signed with. "You" means the client named in that agreement. Words with capitals mean what the Master Services Agreement says they mean. What happens if a policy is broken is set out in the Master Services Agreement, not repeated here.

Policy 1 — Acceptable Use

1.1 Lawful use only. Use the services, the Platform and everything we send for you only in ways that follow the law, each platform's rules and other people's rights.

1.2 Content and claims. You won't ask us to publish, send or run, and won't publish yourself through the Platform:

- false, misleading or unsupported claims, offers or prices;
- fake or paid-for reviews, review gating, or endorsements without the disclosure the law requires;
- jobs you didn't do, or before-and-after images that aren't your work;
- licenses, insurance, certifications or credentials you don't hold;
- impersonation of another business or person;
- harassing, threatening or hateful content.

1.3 Regulated and sensitive matters. No health, financial or other regulated data, and no claims that need a regulated license or approval, unless we've approved the workflow in writing (Schedule 9.8).

1.4 Calls, texts and email. Only contact people with the consent the law requires. Honor every opt-out, everywhere. Never use bought or rented texting lists. Texting follows the SMS and A2P policy, including its quiet hours.

1.5 Cold outreach. Every campaign uses a truthful sender name and subject line, a working unsubscribe and a real physical address. No lookalike branding of another company. Only the audiences, offers and claims you've approved are used (Schedule 7.7).

1.6 The Platform is ours. Don't copy, extract, reverse engineer, resell or rebuild the Platform or our templates, prompts or automations (MSA 8.4). Logins are for people in your business only. No load testing, scraping or automated access we haven't approved.

1.7 AI receptionist and AI drafting. Check what the AI receptionist and AI drafts say about your business, and tell us when something is wrong. Don't use AI output to make a claim you can't back up. Don't present the AI as a real person where the law requires you to say it's automated.

1.8 What we can do. We may refuse, edit, pause or remove any content or campaign that breaks this policy, and suspend features while it's fixed. Billing continues meanwhile (MSA 3.14, 5.6 and 11.4).

1.9 Reporting misuse. Report misuse of the services through the Channel of Record. We may work with platforms, carriers and authorities on misuse.

Policy 2 — Privacy and Data

2.1 Who controls what. Your customer and lead data is yours. We handle it for you, to deliver the services. We may keep aggregated, de-identified learnings that can't identify you or your customers (MSA 8.9).

2.2 What we collect. To run your services we collect and store: lead form entries; calls and call recordings; texts and emails; review requests and replies; ad and analytics data from accounts you connect; AI receptionist transcripts; business contact data for cold outreach; and how your team uses the dashboard.

2.3 What we use it for. Delivering, measuring and improving your services. We never sell your data or your customers' data.

2.4 Who we share it with. Only:

- the service providers we use to deliver the services, such as hosting, telephone, messaging, email, AI and payment providers;
- the ad platforms and other accounts you've connected;
- anyone the law requires us to share it with.

2.5 Call recording. Calls through our tracking numbers are recorded, and a short recording notice plays before the call rings through (Schedule 4.5A). Any other notice or consent your state requires is your responsibility (Schedule 4.8).

2.6 Security. We use reasonable safeguards and limit access to the people who need it to do the work. If we learn of a breach that affects your data, we tell you without undue delay, along with what we know and what we're doing about it.

2.7 Keeping and returning data. We keep your data while we work together, and afterwards for as long as the Engagement Record needs it (MSA 19.3). On request, we return your Client-Furnished Materials within five business days, paid up or not (MSA 8.6). We delete your data when you ask, where the law allows and once that record period has passed.

2.8 Requests from your customers. If one of your customers asks to see, delete or stop the use of their data, you answer them, since the data is yours. We help with what's in our systems. If a request comes to us, we pass it to you and act on your instruction, unless the law requires us to act directly.

2.9 Cold-outreach data. Contact data for cold outreach comes from third-party business data sources. Anyone who asks to be removed is suppressed at once and never contacted again on your behalf. A recipient can ask through the unsubscribe link or by replying.

2.10 Children and sensitive data. The services aren't aimed at children, and we don't knowingly collect children's data. Sensitive data is only handled under a workflow approved in writing (Schedule 9.8).

2.11 Changes. This policy is versioned. A new version applies to you only after written notice and your acceptance (MSA 1.4).

Policy 3 — SMS and A2P

These rules cover every text sent through Revenue Commander: missed-call text-back, speed-to-lead texts, review requests, conversation replies and AI replies.

3.1 Registration comes first. Carriers require every business that texts to register a brand and a texting campaign (A2P 10DLC). Registration is part of onboarding. You provide your legal business name, tax ID, website, sample messages and how people opt in. Texting doesn't start until the carriers approve. Approval, its timing and its outcome are the carriers' decision, not ours, and waiting on it is never part of access complete (Schedule 9.4).

3.2 Consent. Each kind of text needs the right consent:

- **Replies** to someone who texted or called you: their message is the request.
- **Lead follow-up** to someone who filled in a form or funnel: the consent captured on that form.
- **Marketing** texts: prior express written consent.

Forms and funnels we build for you carry consent wording for lead follow-up. You confirm that everyone you text, or have us text, has given the consent the law requires.

3.3 Opting out. STOP and similar words (END, CANCEL, UNSUBSCRIBE, QUIT) take effect at once, on every number and every program. HELP gets a reply with your business name and how to reach you. Nobody is texted after opting out unless they opt back in.

3.4 What a text must and mustn't contain.

- Every text names your business.
- No content in the categories carriers prohibit or restrict, such as cannabis, firearms, gambling, high-risk lending, debt relief, hate and adult content.

- No public link shorteners carriers block. Use full links on your own domain.
- Quiet hours: no marketing texts before 8 a.m. or after 9 p.m. in the recipient's time zone, or the narrower hours the recipient's state requires.

3.5 Delivery. Carriers may filter, delay or block messages. No delivery rate is promised (Schedule 4.7).

3.6 Records. Consent and opt-out records are kept in Revenue Commander and used to settle disputes (MSA 19.3).

3.7 Fees. Registration fees, number fees and per-message usage are billed to you at the Usage Rate Card prices (AI Usage Billing policy).

3.8 Compliance is yours. Following the TCPA, carrier rules and state texting laws for your business is your responsibility, unless a signed writing assigns a specific task to us (Schedule 4.8). Your indemnity covers it (MSA 12.1).

Policy 4 — AI Usage Billing

4.1 What's metered. We meter:

- AI receptionist minutes;
- AI-drafted replies to texts, chats, emails and reviews;
- AI-generated content;
- phone and tracking numbers;
- incoming and outgoing call minutes;
- call recording, recording storage and transcription;
- text and picture-message segments;
- email sends;
- texting registration fees.

4.2 Rates. Each unit has a published price in the Usage Rate Card, which is the most you pay for that unit. The card is part of your agreement and is always at its link.

4.3 Rates can change at any time. Usage rates follow the providers' prices and the AI models in use, which change constantly. We may change any rate at any time by updating the Usage Rate Card, without amending your agreement and without your acceptance (MSA 1.4A). A new rate applies to usage after the card is updated. Usage already incurred is billed at the rate in effect when it happened.

4.4 How you pay. Usage is paid from a prepaid usage wallet in your Revenue Commander account. The wallet reloads automatically from your card on file. Your plan's monthly fee doesn't include usage.

4.5 If usage goes unpaid. If the wallet can't reload, the features that depend on usage may stop until it's funded (Schedule 4.6 and MSA 3.10). Billing for your plan continues.

4.6 Questioning a charge. Raise any usage charge you think is wrong through the Channel of Record. We look into it, and if it's wrong we correct or credit it ourselves. A chargeback is never the route (MSA 16.2).

4.7 Our own AI isn't billed. We use AI in our own work to deliver your services. That is never billed as usage.