

## **PRIVACY POLICY**

**Last updated:** June 26, 2025

Sugar Rock ("us", "we", or "our") operates the website (the "Site") and provides various services, including text messaging communication. This Privacy Policy informs you of our policies regarding the collection, use, and disclosure of Personal Information we receive from users of the Site and our services.

We use your Personal Information only for providing and improving the Site and our services. By using the Site and interacting with us through text messages, you agree to the collection and use of information in accordance with this policy.

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### **1. INFORMATION COLLECTION AND USE**

While using our Site and services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, your name, email address, phone number, payment information, and other details you voluntarily provide.

#### **Log Data**

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, and other statistics. We may use third-party services such as Google Analytics to collect, monitor, and analyze this data.

#### **Cookies**

We use cookies (small data files transferred onto your computer or device by websites) for record-keeping purposes and to enhance functionality on our site. You may deactivate or restrict the transmission of cookies by changing your web browser settings. Cookies that are already stored can be deleted at any time.

#### **Communications**

We may use your Personal Information to contact you with newsletters, marketing or promotional materials, and other information, including via email and text messages. We may also collect and process data when you contact us for support or inquiries.

In particular, we may use your email address for marketing purposes to provide you with updates, promotional offers, and other information related to our services. You can opt-out

of these marketing communications at any time by following the unsubscribe instructions in the email or contacting us directly.

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## 2. DATA PROTECTION AND SECURITY

The security of your Personal Information is important to us. We implement industry-standard security measures, including encryption and secure servers, to protect your data from unauthorized access, alteration, disclosure, or destruction. However, remember that no method of transmission over the Internet or mobile networks can be guaranteed to be 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

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## 3. SHARING OF INFORMATION

Sugar Rock is committed to maintaining your privacy. We do not sell, rent, or trade your personal data to third parties without your explicit consent unless required by law. We may share your personal data with trusted third-party service providers who help us deliver services to you.

We may also share your information with our partner company **Constant Pursuit Marketing** to assist in marketing, promotional efforts, and related activities in support of Sugar Rock's services. These efforts are intended to improve your experience and enhance the services we offer.

You have the right to access, correct, or delete your personal information at any time.

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## 4. OPT-OUT INSTRUCTIONS

If you no longer wish to receive text messages from us, you can opt out at any time by replying with the word "STOP" or "UNSUBSCRIBE" to the number from which you received the message. Upon receiving your request, we will promptly remove you from our messaging list, and you will no longer receive further text communications from us.

For marketing emails, you can opt-out by following the unsubscribe instructions in the email or by contacting us directly at **info@sugar-rock.com**.

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## 5. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make changes, we will notify you by updating the "Last Updated" date at the top of this policy. Significant changes will be communicated more prominently, including via email or a notice on our website. By continuing to use our services after such changes, you agree to the revised Privacy Policy. We encourage you to review this policy periodically for the latest information on our privacy practices.

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## 6. CONTACT US

If you have any questions or concerns regarding this Privacy Policy, please contact us at:

**Email:** [info@sugar-rock.com](mailto:info@sugar-rock.com)

**Phone:** +1-903-887-4561

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## SMS TEXTING TERMS AND CONDITIONS

**Effective Date:** June 26, 2025

By signing up for text messages, you agree to receive informational messages (appointment reminders, account notifications, etc.) from Sugar Rock at the number provided. Message frequency may vary. Msg & data rates may apply.

For assistance, reply "HELP", or contact us via email at **[info@sugar-rock.com](mailto:info@sugar-rock.com)** or call **+1-903-887-4561**. You can opt out of receiving future text messages by replying with the word "STOP" or "UNSUBSCRIBE" to the number from which you received the message.