

Effective: June 18, 2026

PRIVACY POLICY

Introduction

Further Technology LLC ("**Company**") is a Delaware limited liability company with its principal place of business located at 472 Meeting St., STE C-161, Charleston, South Carolina 29403 (United States). We value our customers and are committed to protecting their privacy and informing them as to how their personal data will be used. This Privacy Policy describes how the Company collects, retains, uses, and discloses personal data. It is the Company's policy to respect, and protect, personally identifiable information obtained from individuals as set forth in this Privacy Policy.

Certain sections of this Privacy Policy describe rights and protections that apply specifically to individuals in particular jurisdictions, including the European Union ("EU"), the European Economic Area ("EEA"), and the United Kingdom ("UK"). All other provisions apply regardless of where you are located.

This Privacy Policy does NOT apply to other websites or apps to which we may otherwise link, or to other companies, third-party vendors who provide services to us, or entities who might be listed as third-party contacts on the website, each of which may be governed by their own privacy policies. This Privacy Policy also does not apply to information we may obtain from other sources about you. This Privacy Policy describes how we collect, transfer, store, disclose and use your information. The legal bases for our processing activities are described in the applicable sections of this Privacy Policy. If we decide to change our Privacy Policy, we will post those changes on this page.

1. What Is the Scope of this Privacy Policy?

This Privacy Policy describes how the Company collects, uses, processes, retains, and discloses personal data and sensitive data from individuals in the United States and elsewhere. It applies to information we collect through our website at <https://www.talkfurther.com/> (the "**website**"), **our AI Assistants and the Further Platform offered through the website**, and the SMS, text, email, and voice communications we send to or receive from you. This Privacy Policy covers information received in electronic and all other formats.

Please do not provide us with any Protected Health Information (PHI) to the extent you want or expect same to be protected in any manner other than as explicitly set forth in this Privacy Policy. By providing us with any PHI, you acknowledge that such PHI will be handled in accordance with this Privacy Policy and not under HIPAA or similar health data regulations, unless we have entered into a separate agreement with you that provides otherwise.

To the extent you enter into any agreement with us and the terms of that agreement directly conflict with the terms of this Privacy Policy, the terms of your agreement with us shall govern and control. To the extent such agreement contains additional terms, those terms shall remain in effect and control.

2. Terms

The terms "**we**", "**us**" and "**our**" refer to the Company, and its officers, directors, owners, employees and agents.

The term “**personal data**” means any data which relates to a natural person (as opposed to a business or corporate entity) that makes you identifiable. The term “personal data” also includes “personal information” as such term is defined in the California Consumer Privacy Act of 2018 (the “**CCPA**”) and any other state law, all as applicable. As used herein and in connection with our business, the term personal data may include:

- Names and contact information, including phone number, physical address, fax and e-mail, all only to the extent provided by you (or on your behalf) to us;
- Potentially gender and nationality;
- Information about, from or related to any senior living provider, organization, facility, institution, business, or company in which you live, with whom you are affiliated in any way, or from or about which you seek information, including as indicated in public information or as provided by you to us;
- Referral source data (i.e., how you ended up at the website);
- Any other similar information provided to us by you in connection with our services or through the website.

The term “**processing**” means any operation or set of operations performed on personal data. Processing includes, but is not limited to, the collection of data, the organizing of data, the recording or saving/storage of data, the altering of data, the using of data, the disclosing or transfer of data, the deleting or destruction of data, or the making available of data.

3. What Information We Collect About You

We may collect all types of personal data about you as described in Section 2 above under the definition of “**personal data**.”

We collect and process personal data that you provide to us, that you manifestly make public through publication or otherwise, and/or that any entity which retains us provides to us to enable us to provide the services (the “**Services**”) for which we were retained by said customer and as otherwise set forth in the agreement related to such Services. In addition to the Services identified on the website, these Services may also include Services in connection with the use and management of the website and all content and services therein.

We may also use your personal data for the following additional purposes which may be included in, or part of, the Services:

- Updating our records;
- In connection with any application for employment with the Company;
- Internal analysis for our business management purposes;
- Any statutory or regulatory purpose which requires the processing of your personal data;
- Legal and regulatory compliance;
- Fraud and crime prevention;

- Internal or external audits; and
- Any other purpose for which valid consent is obtained.

Please do not supply the following to us:

- Any other person's personal data, unless the Company explicitly asks you to do so;
- Any PHI;
- Any categories of your personal data that have not been explicitly requested by the Company;
 - o Any confidential, proprietary, secret or legally protected information which you are not explicitly requested by the Company to provide; and/or
 - o Any confidential, proprietary, secret or legally protected information which are under any legal obligation to not provide to or share with the Company.

4. How We Collect Information About You

We collect information about you (including personal data) when:

You Give Us Information - You may provide us information when:

- you set up an account with us; you provide it to us by filling out forms;
- you send us e-mail; you provide information via phone or in person;
- you provide us with information in writing and send it to us other than via e-mail, phone or in person (i.e., mail, FedEx, etc.);
- you provide information to or through our “AI Powered Assistant,” “Virtual Sales Assistant” and the “Further Platform”;
- you provide us with documentation;
- you provide us with information which may contain personal data;
- you provide it to us through our “Contact” page on the website;
- you provide it to us through our Login page;
- you provide it to us through our “Try The Demo” page/link/form;
- you provide it when subscribing to our Blog;
- you provide it to us when Scheduling a Time to Speak through the website;
- you provide it to us through social media;
- you provide us with information in connection with seeking employment with the Company.

We Collect Information Automatically – We automatically collect certain types of information when you visit our website (as explained below).

We Collect Information From Other Sources – We may also obtain information about you from outside sources. For example, we may obtain commercially available information about you from third-parties or purchase e-mail lists from third parties for advertising, marketing or informational purposes; or from any senior living provider, organization, facility, institution, business, or company in which you live, with whom you are affiliated in any way, or from or about which you seek information through any of our Services. We may also receive information from third-parties who provide services for us through web-beacons and other technologies described in this Privacy Policy.

5. Use of Cookies

Further uses cookies and similar technologies on our website. A cookie is a small text file that a website places on your browser or device, used for purposes such as recognizing returning visitors, remembering preferences, supporting security, measuring website performance, and (in some cases) delivering advertising. For a complete description of the cookies we use, who places them, how long they persist, and how to control them, please see our Cookie Notice at www.talkfurther.com/cookies. The Cookie Notice classifies cookies into four categories: Strictly Necessary, Functional, Performance & Analytics, and Advertising & Targeting. EU/EEA/UK data subjects and U.S. residents in jurisdictions with applicable state privacy laws have rights to opt out of or restrict certain cookies as described in our Cookie Notice and in Sections 16 and 17 below.

6. Use of Web Beacons, Clear-GIFs, Pixel Tags and JavaScript

Further uses web beacons, pixels, tags, and similar tracking technologies on our website. For a complete description of these technologies, the third-party services that deploy them, and how to control them, please see our Cookie Notice. EU/EEA/UK data subjects and U.S. residents in jurisdictions with applicable state privacy laws have rights to opt out of or restrict certain tracking technologies as described in our Cookie Notice and in Sections 16 and 17 below.

7. Device Identifiers

A “device identifier” is a mechanism whereby we may automatically collect an IP address, mobile advertising identifier or other unique user identifier information for the computer, mobile or other device being used to access the website or third-party websites or apps to which we may link for advertising purposes. A device identifier attaches a number that is automatically assigned to your computer or device that identifies it, similar to a cookie. We may use the device identifier to administer the websites, help diagnose problems, analyze trends, track a user on the website, deliver advertising or obtain general demographic data. We may also derive approximate, city-level location information from your IP address or device identifier; this location data is not precise enough to identify a street address or specific location. Most computers and mobile devices will allow you to turn off, block or delete device identifiers.

8. Server Logs

A web “server log” is a record of activity created by a computer that delivers certain webpages to your browser. Certain activities that you perform on our website may record information in

server logs. For example, if you enter a search term on the website or enter your login information, the server log may record the search term, the link you clicked on to bring you to our website and/or information about your browser, such as your IP address and the cookies set on your browser.

9. Search Queries on Our Website

We may provide you with options to search for information on our website. If you enter information in a search query box, we may store that information and we may aggregate that information with other information we may have about the browser and/or IP address from which the search query originated.

10. Social Media Platforms

We may link to certain Company social media platforms on LinkedIn® or other platforms. When you engage with our content at or through these social media platforms, you may be asked to share certain information about these interactions with us. Please review the privacy policies/notices and privacy settings with each such social media platform you use so you understand how this data and information may be used, and to choose your options for the sharing of such data and information.

11. Third Parties

We may use third party service providers to serve advertisements on our behalf across the Internet and sometimes on the website. These companies may use information (not including your name, address, email address or telephone number) about your visits to the website and other websites in order to provide advertisements on our website, and other forms of media about goods and services of interest to you. This information is collected through the use of pixel tags or similar technologies which are industry standard technologies used by most major websites, and which are explained in more detail above.

You can read more about online marketing practices and the technologies that support them by visiting the [Network Advertising Initiative's Website](#). If you would like to know your choices about not having this information used by these companies, check out [Network Advertising.org](#).

In addition, we may from time-to-time contract with third party vendors to serve advertisements to our customers on our behalf across the Internet to whom we think may be interested in our Services. To do this, the vendors may collect information about your visits to the websites and your interaction with our Services. This information is collected through the use of a cookie or pixel tag, industry standard technology used by most major websites, and which is explained in more detail above. They may also pool the information that they collect with other sources of information not collected during your visit to our website, which may include your name and mailing address, for purposes of determining whether you might be interested in receiving more information.

12. How We Use Your Personal Data

- We process your personal data identified in this Privacy Policy to provide the Services as defined above.

- We may process your personal data identified in this Privacy Policy where necessary for the establishment, exercise or defense of legal claims, whether in court proceedings, alternative dispute resolution or in an administrative or out-of-court procedure.
- We may process your personal data identified in this Privacy Policy where necessary for the purposes of managing risks, or obtaining professional advice.
- We may process your personal data identified in this Privacy Policy where such processing is necessary or advisable for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.
- We may also use the information we collect internally in our business for many business purposes, including to:
 - provide the Services you may seek or which are available on the website;
 - provide aggregated or other data to third parties concerning the results of your reporting and monitoring on and through the website, with or without other aggregated data;
 - analyze trends and conduct research;
 - provide support and respond to questions from our users, website visitors and customers;
 - improve our website;
 - learn about users' and customers' needs;
 - contact users for research, informational, and marketing purposes, including customizing our website;
 - track traffic patterns and website usage;
 - provide customer service and technical support;
 - correlate information with other commercially available information to identify demographics, reporting and monitoring needs, user impact, and any other service or information offered on or through the website;
 - provide specific relevant marketing, promotional, or other information to you;
 - address information security and/or privacy practices, network functioning, engineering, and troubleshooting issues;
 - investigate claims and/or legal actions, violations of law or agreements, and compliance with relevant applicable laws and legal process;
 - comply with law, including to prevent fraud, reduce credit risks, cooperate with law enforcement and other governmental authorities, or protect the rights, property or safety of website visitors, our partners or customers, or the public; and
 - process or engage in a sale of all or part of our business, assets, or organization, including in connection with a reorganization or merger.
- We may also share personal data and non-personally identifiable information externally with our affiliates as well as with other third-party service providers who help us provide operational services for the website, which might include, but is not necessarily limited to: business entities that provide e-mail address management and communication contact services, network equipment and application management providers and hosting entities, judicial, administrative and/or legal or financial accounting providers in the event that information must be reviewed or released in response to civil and/or criminal investigations, claims, lawsuits, or if we are subject to judicial or administrative process (such as a subpoena) to release your information or to prosecute or defend legal actions, and

other service providers which may be involved in the other types of services and activities otherwise discussed in this Privacy Policy.

13. Providing Your Personal Data To Others

- We may disclose your personal data to our officers, directors, employees, and agents insofar as reasonably necessary for the purposes, and on the legal bases, set out in this Privacy Policy, including to provide or potentially provide Services to you or for your benefit.
- We may disclose your personal data to our professional advisers insofar as reasonably necessary for the purposes of managing risks, obtaining professional advice, or the establishment, exercise or defense of legal claims, whether in court proceedings, ADR or in an administrative or out-of-court procedure.
- We may disclose certain of your personal data to our suppliers and subcontractors pursuant to separate consent provided by you to us.
- We may disclose certain of your personal data to our vendors and subcontractors in connection with providing our Services or our other permitted uses as set forth herein.
- We will only disclose your personal data to the senior living provider, organization, facility, institution, business, or company from or about which you seek information on or through the website or any of our Services.
- The foregoing disclosures are made insofar as reasonably necessary, and only to the extent required, for assisting us in providing our Services to you, storing data and in connection with the administration of our business.
- In addition to the specific disclosures of personal data set out in this Section, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defense of legal claims, whether in court proceedings, alternative dispute resolution, or in an administrative or out-of-court procedure.

14. Retaining And Deleting Personal Data

- This Section describes our approach to retaining and deleting personal data, which is designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
- Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- We will retain your personal data:
 - to the extent your personal data that we hold was obtained from data you knowingly, intentionally and manifestly made public or which is in the public domain independent of any act or action of us, it will be retained in that form for as long as it is needed or required for the purposes for which we obtained the information from the public record, or as otherwise required by applicable law;

- o to the extent your personal data that we hold was pulled by us and separated from data you knowingly, intentionally and manifestly made public or which is in the public domain independent of any act or action of us, it will be retained by us for as long as required by us for the purpose for which it was obtained and as required by our contractual requirements with third-party clients or as otherwise required by applicable law.
- In some cases, it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based upon the performance of our Services, and any applicable industry and governmental standards.
- We may also retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

15. International Transfers Of Your Personal Data

This Section applies to individuals whose personal data is transferred from the **EU, EEA, or UK** to the United States.

In this Section, we provide information about the circumstances in which your personal data may be transferred to countries outside the EEA (Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden), the UK or Switzerland.

Further Technology LLC is a limited liability company with its principal place of business located at 472 Meeting St., STE C-161, Charleston, South Carolina 29403 (United States). In the event the Company transfers any of your personal data to a third party in the United States or elsewhere outside of the EU/EEA/UK, such transfers will be protected by appropriate safeguards through the use of standard data protection clauses adopted or approved by the European Commission or the UK, a copy of which can be obtained from https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en.

By providing your personal data to the Company, you acknowledge that your personal data will be transferred to and processed in the United States in accordance with this Privacy Policy.

By using our Services, you acknowledge that your personal data will be transferred to and processed in the United States in accordance with this Privacy Policy.

16. Additional Rights for EU/EEA/UK Residents

If you are located in the EU, EEA, or UK, you have the following rights under applicable data protection law, including the General Data Protection Regulation (GDPR). Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

Your principal rights under data protection law are:

- The right to access;
- The right to rectification;

- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability;
- The right to complain to a supervisory authority; and
- The right to withdraw consent under certain circumstances.

You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.

You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing where no other legitimate basis for retention exists; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation (including contractual obligations); or for the establishment, exercise or defense of legal claims.

In some circumstances you may have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defense of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defense of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defense of legal claims.

You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

If you consider that our processing of your personal data infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU/EEA member state of your habitual residence (or the UK, as applicable), your place of work or the place of the alleged infringement. A list of EU/EEA data protection authorities is available at https://edpb.europa.eu/about-edpb/about-edpb/members_en. In the UK, the supervisory authority is the Information Commissioner's Office (<https://ico.org.uk/>).

To the extent that the legal basis for our processing of your personal data is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

If you do not wish to receive emails about special offers and other promotions from us, click the unsubscribe link located in our emails.

If you do not wish to receive other marketing materials from us and/or if you do not want us to share your personal data with other entities as stated in this Privacy Policy, please provide us with your exact name and address and advise us that you wish to opt-out for information sharing or receiving information from us or both as the case may be. Please note that de-identified and aggregate data including your personal data may still be shared, but it will not be identified or identifiable to you. Please direct your opt-out request, or your request to exercise any of your rights in relation to your personal data by written notice to us at the below contact information with the words **"FURTHER – GDPR"** in the heading:

Further Technology LLC
472 Meeting St., STE C-161
Charleston, South Carolina 29403 (United States)
Attention: PRIVACY OFFICER
(Privacy@TalkFurther.com)

Our UK Representative:

Adam Brogden contact@gdprlocal.com
Tel +44 1772 217800
1st Floor Front Suite
27-29 North Street, Brighton
England

17. Additional Rights for U.S. State Residents

If you are a resident of one of the following states and to the extent such state law(s) is applicable to us, your state law may provide you with additional rights regarding our use of your personal information: California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia.

Requests for Information – CALIFORNIA RESIDENTS

Under Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business shares with third parties for those third parties' direct marketing purposes, and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year. To exercise your rights, you may make one request each year by emailing us at Privacy@TalkFurther.com with "**REQUEST FOR CALIFORNIA PRIVACY INFORMATION**" in the subject line and explicitly makes such request. Be sure to provide in the request sufficient information to properly identify you and/or the members of your family to whom the request applies.

Do Not Track Disclosure

As required by Section 22575 of the California Business and Professions Code and other applicable state laws, the following disclosure is made:

Our website does not alter its behavior or change its services when it receives a "do-not-track" flag or signal from your operating system or browser. As described herein, we use cookies and other tools to collect information about you when you visit our website to, among other things, better tailor the features, performance and support of our products, Services and website. After you leave or close-out from the website, we do not track your online activity on other websites, but third-party advertising and analytics services operating on our website (such as those described in our Cookie Notice and in Sections 5, 6, and 11 above) may collect information about your browsing activity across websites for advertising, measurement, and targeting purposes. For information about how to opt out of such tracking, see the choices described in our Cookie Notice.

For more information on "Do Not Track," visit <https://www.allaboutdnt.com>.

Marketing

We collect various types of personal data about you during the course of your relationship with us. Under applicable law, if you are a resident of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may make a written request to us to disclose the categories or personal data of yours which we have shared with third parties, for the third parties' direct marketing purposes during the prior year. In response to your written request, we are allowed to provide you with a notice describing the cost-free means to opt-out of our sharing your information with third parties with whom we do not share the same brand name, if the third party will use such information for its direct marketing purposes.

If you would like to exercise your rights under applicable state law, please send your written request to the e-mail address or postal address below with the words "**[INSERT APPLICABLE STATE NAME] OPT-OUT**" in ALL CAPS in the subject line or clearly set forth elsewhere. Please include your postal address in your request. Within thirty (30) days of receiving your written

request, we will provide you with a Third-Party Direct Marketing Opt-Out Form so you may request that your personal data not be disclosed to third parties for their direct marketing purposes.

E-mail Address:

Privacy@TalkFurther.com

Attention: PRIVACY OFFICER

Postal Address:

Further Technology LLC
472 Meeting St., STE C-161
Charleston, South Carolina 29403 (United States)
Attention: PRIVACY OFFICER

Phone:

(833) 630-2070

Consumer Rights Under the California Consumer Privacy Act of 2018 (the CCPA) and the California Privacy Rights Act of 2020 (the CPRA) and Applicable State Privacy Laws

To the extent the California Consumer Privacy Act or other applicable state privacy law is applicable, with certain exceptions and, including but not limited to in connection with data subject to federal regulation (i.e., the Health Insurance Portability and Accountability Act (HIPAA), the Gramm-Leach Bliley Act California (GLBA), the Fair Credit Reporting Act (FCRA), as applicable, the California Financial Information Privacy Act (CFIPA), the Federal Farm Credit Act of 1971, the Drivers' Privacy Protection Act (DPPA), the Confidentiality of Medical Information Act (CMIA), certain laws concerning clinical trials data, the First Amendment and related law), contractual rights and obligations, and certain other exceptions based upon applicable state law, we provide (to the extent applicable) residents of the states identified above with the following rights with respect to our data collection and data processing of such residents' personal data (excluding de-identified or aggregate data) which is collected in that resident's state, processed in that resident's state, or part of a transaction occurring in such state:

1) The right to know whether your personal data was collected by us.

In large part, the personal data we collect is set forth above in this Privacy Policy.

2) The right to request the categories and specific pieces of personal data that we have collected about you in the past 12 months, the categories of sources for which that information is collected, the business purposes for collecting or selling/sharing the information, and the categories of third parties with whom the information is shared or sold.

In large part, these categories and specific pieces of personal data that we have collected is set forth above in this Privacy Policy.

3) The right to know what information we are collecting about you and the purposes for which it is being used.

In large part, the type of information we collect and the purpose for which it is collected is set forth above in this Privacy Policy.

4) The right to not allow us to sell or share any of your personal information.

We do not sell your personal information for monetary consideration. We may share personal information with third-party advertising and analytics partners (such as those described in our Cookie Notice) through the use of cookies and similar tracking technologies for purposes of targeted advertising, conversion measurement, and audience building. Under certain state privacy laws, this may be considered a “sale” or “sharing” of personal information. You have the right to opt out of such sharing as described in this Section and in our Cookie Notice.

5) The right to limit our use of your sensitive personal information.

We do not sell or share your sensitive personal information, and we do not seek to collect or use any of your sensitive personal information. To the extent you voluntarily provide us with such information, we will only use it in accordance with this Privacy Policy, including specifically in accordance with your express or implied consent pursuant to and in accordance with Section 13 hereof.

6) The right to have your personal information deleted, subject to certain exceptions.

These exceptions may include:

Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.

Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.

Debug products to identify and repair errors that impair existing intended functionality.

Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.

Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *seq.*).

Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously

impair the research's achievement, if you previously provided informed consent.

Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.

Comply with a legal obligation.

Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

7) The right to have your personal information corrected, subject to certain exceptions.

8) The right to know the length of data retention.

Unless indicated otherwise elsewhere or required pursuant to any applicable law, we generally retain your personal information for as long as the user/customer continued to be our active customer or unless/until the customer has requested the deletion of the data. After the termination or expiration of a contract, customer data will be retained pursuant to the contract or as otherwise required by law or as required by Company to fulfill its legal obligations. The foregoing is all subject to separate agreement between the Company and any user/customer.

9) The right to not be discriminated against for exercising any of the above rights.

We will not discriminate against you if you exercise any of the above rights. However, as explained, some or all of our Services necessarily require us to process your personal information, and share your personal information with certain third parties in connection with providing the Services. Therefore, and as explained above, exercise by you of certain of the above rights may impact our ability to provide the Services to you.

Right to Appeal

If we decline to take action on your request to exercise any of the rights described in this Section, we will inform you of our reasons for doing so and provide instructions for how to appeal the decision. You may appeal by contacting us at Privacy@TalkFurther.com with the words "APPEAL" in the subject line. We will respond to your appeal within the timeframe required by applicable law (generally 45 to 60 days). If your appeal is denied, we will provide you with information on how to contact your state's attorney general to submit a complaint.

Authorized Agents

If you are a California resident, you may designate an authorized agent to submit a rights request on your behalf. To do so, you must provide the authorized agent with written permission signed by you, and we may require you to verify your own identity directly with us

before we fulfill the request. Alternatively, an authorized agent may submit a request on your behalf if the agent has a valid power of attorney under applicable state law.

TO THE EXTENT APPLICABLE, AND TO EXERCISE ANY OF THE ABOVE RIGHTS, PLEASE CONTACT US AT ANY OF THE BELOW AND INCLUDE THE WORDS ***“EXERCISE MY RIGHTS”*** IN ALL CAPS IN THE SUBJECT LINE, OR BE CLEAR BY PHONE THAT YOU WANT TO EXERCISE YOUR RIGHTS and CLEARLY LET US KNOW: **(1) Your address and state of residency; and (2) the rights you seek to exercise.**

E-mail Address:

Privacy@TalkFurther.com
Attention: PRIVACY OFFICER

Postal Address:

Further Technology LLC
472 Meeting St., STE C-161
Charleston, South Carolina 29403 (United States)
Attention: PRIVACY OFFICER

18. Your Choices About Information We Collect

- If you do not consent to the way in which we may use your personal information, please do not submit any personal information to us. Please note that if you do not provide us with certain personal information the Company may be unable to provide you with its Services, or those Services may not be as good as they otherwise could be.
- If you seek access to your personal information in our possession, or seek to correct, update or supplement such information, please contact us at the below contact information with the words **“PERSONAL INFORMATION CORRECTION/UPDATE”** in your request, and clearly state what you are requesting:

Further Technology LLC
472 Meeting St., STE C-161
Charleston, South Carolina 29403 (United States)
Attention: PRIVACY OFFICER (Privacy@TalkFurther.com)

- If you do not wish to receive other marketing materials from us and/or if you do not want us to share your personal information with other entities as stated in this Privacy Policy, please provide us with your exact name and address and advise us that you wish to opt-out for any information sharing or receiving information from us or both as the case may be. Please note that de-identified and aggregate data including your personal information may still be shared, but it will not be identified or identifiable to you. Please direct your opt-out request to the following contacts:

Further Technology LLC
472 Meeting St., STE C-161
Charleston, South Carolina 29403 (United States)
Attention: PRIVACY OFFICER (Privacy@TalkFurther.com)

You may opt out of our various communications as follows:

E-mail Communications: (1) click the unsubscribe link located in our emails, or (2) by emailing us at Privacy@TalkFurther.com with "UNSUBSCRIBE" in the subject line, or (3) by calling us at (833) 630-2070 and clearly setting forth your request.

Third-Party Sharing: (1) e-mail us at Privacy@TalkFurther.com with the words "THIRD-PARTY E-MAIL REMOVAL" in the subject line, or (2) by calling us at (833) 630-2070 and clearly setting forth your request.

- Note that removal from third-party lists may take up to 3 months to be effective.

Text/SMS Message Consent and Opt-Out: If you choose, you can provide your mobile phone number to receive text message alerts from the Company, including through our Conversational Webform, chatbot, or other Further-powered tools. By providing your mobile phone number through one of these channels, you are consenting to receive automated marketing text messages from us, but you can always use the Services without providing this consent. Message frequency varies. Message and data rates may apply, and you should check the rates of your mobile carrier. You can opt out from further text marketing communications by texting STOP to the SMS number used by the Company to contact you.

We may share your mobile phone number with service providers or platform providers who provide SMS services on our behalf, but we will not sell, share, or disclose your mobile phone number to third parties or affiliates for their own marketing purposes. We do not guarantee availability or performance of this text/SMS service, including liability for transmission delays or message failures.

Please note that even once we comply with any of your requests as set forth above, de-identified and aggregate data including your personal data may still be shared, but it will not be identified or identifiable to you.

19. Amendments

- We may update this Privacy Policy from time to time by publishing a new version on our website.
- You should check this page occasionally to ensure you are happy with any changes to this Privacy Policy.
- We may notify you of significant changes to this Privacy Policy by email or through the private messaging system on our website.

20. Privacy of Children Who Visit the Website

We recognize the importance of children's safety and privacy. The website is not designed to attract children, and is not intended for use by any children under the age of 13. We do not request, or knowingly collect, any personally identifiable information from children under the age of 13. If you are under age 13, you do not have permission to use this website or our Services.

21. Links

For your convenience, the website may contain links to other websites. We are not responsible for the privacy practices, advertising, products, or the content of such other websites. None of the links should be deemed to imply that we endorse or have any affiliation with the links. You should review the privacy policies and Terms of Use of all other websites or links you visit.

22. Security

We believe in providing a safe and secure experience for all of our online visitors. To that end, we have implemented security measures to protect the information collected from you. We maintain reasonable physical and electronic safeguards designed to limit unauthorized access to your personally identifiable information, and to protect you against the criminal misuse of that information.

While we use the foregoing security measures to protect your information, please note that no data transmitted over the Internet or stored and utilized for business purposes can be guaranteed to be completely secure. No security measures are perfect or impenetrable. We cannot guarantee that only authorized persons will view your information. We cannot ensure that information you share on the website will not become publicly available. You can reduce these risks by using common sense security practices such as choosing a strong password, using different passwords for different services, and using up to date antivirus software.

23. Questions / Changes in Policy

If you have questions or concerns with respect to our Privacy Policy, you may contact us at Privacy@TalkFurther.com. We may elect to change or amend our Privacy Policy; in such event, we will post the changes to our Privacy Policy on the website.