



California Consumer Privacy Act (CCPA)

This Privacy Policy (the "Policy") describes how Escala 24x7 Inc ("we," "us," or "our") collects, uses, and shares information about you through our website, products, and services ("Services"). If you have questions about this Policy, please contact us through the information provided at the end of this Policy.

Information We Collect:

We collect information you provide directly, such as your name, email address, phone number, and physical address when you register on our website or use our Services. We may also collect information automatically when you interact with our Services, such as IP addresses, cookies, and other unique identifiers.

Use of Information:

We use the information we collect to provide and improve our Services, communicate with you, and personalize your experience. We may also use anonymous or aggregated information for analytical purposes. At Escala 24x7 Inc, we collect personal information to efficiently provide you with our services and continuously enhance them. The information we gather allows us to tailor your experience and offer specific services that might interest you. Furthermore, we may use the collected information for the following purposes:

- **Service Improvement:** We use the collected information to enhance and develop new services and features that align with your interests and improve your experience with our company.
- **Communication:** We may use your information to communicate with you about our services, offers, and promotions, as well as to respond to your questions and comments.
- **Analysis and Statistics:** We may use anonymous and aggregated information for analytical purposes, such as tracking usage trends of our services and measuring the effectiveness of our advertising campaigns. This information does not personally identify you and is used for statistical purposes only.
- **Compliance with Legal Obligations:** In certain circumstances, we may be required by law to collect, use, and disclose personal information, such as in the case of criminal investigations or court subpoenas.

It's important to note that any use of the collected information will be subject to the consumer rights established in the CCPA and any other applicable privacy laws.

Sharing Information:

We may share your personal information with third parties, including service providers, marketing partners, and government agencies, in compliance with the law and for other legitimate business purposes. We do not sell your personal information to third parties.

Under CCPA compliance, Escala 24x7 may share personal information in the following scenarios:

- **With Service Providers:** If a company contracts an external service provider to assist in providing its services, it may share personal information with that provider to enable the required services.



- With Marketing Partners: If a company has a joint marketing agreement with another business, it may share personal information with that partner to carry out the promotion of its product or service.
- In Compliance with the Law: If a company is required by a government agency or court order to share personal information, it is obligated to comply with such a request.
- In Other Legitimate Business Circumstances: If a company sells, merges with another company, or is acquired by another company, it may share personal information with the new company as part of the business transaction.

It's important to mention that CCPA establishes certain obligations and requirements that must be met when sharing personal information in any of these scenarios, and the company's privacy policy should clearly explain how personal information is handled in these cases.

Consumer Rights:

You have the right to request information about the personal data we collect and the right to request the deletion of such data. You also have the right to opt out of the sale of your personal information. If you wish to exercise any of these rights, please contact us through the information provided in this Policy. Please note that we may require certain additional information to verify your identity before providing information or taking actions regarding your request. Below is a list of applicable rights for residents of California, United States:

- Right to know what personal information is being collected about them.
- Right to request access to their personal information.
- Right to know if their personal data is being sold or shared with third parties.
- Right not to be discriminated against for exercising their privacy rights.
- Right to opt out of the sale of their personal information to third parties.
- Right to request the deletion of their personal information collected by the company.
- Right to receive equal services and prices, regardless of whether they have exercised their privacy rights under the CCPA.

Security of Information:

We take the security of your personal information seriously and take reasonable measures to protect it against unauthorized access, disclosure, alteration, or destruction.

Changes to this Policy:

We reserve the right to modify this Policy at any time. If we make significant changes, we will notify you through a prominent posting on our website or via email.

Contact:

If you have any questions about this Policy, please contact us using the following contact information:

Escala 24x7 Inc
Address: 20900 NE 30th Ave. Suite 607 Aventura, FL 33180
Email: info@escala24x7.com
Phone: (754) 816-2390