

Privacy Policy

Effective Date: July 15, 2022

Apex REVA (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy outlines the types of personal information we collect, how we use it, and the measures we take to safeguard your data when you use our website, www.apexreva.com (the “Site”).

1. Information We Collect

The personal information that we collect depends on the context of your interactions with us and the Services, and the products and features you use. The personal information we collect may include the following:

- Names
- Email addresses
- Phone numbers
- Company
- Country

Personal Information You Disclose to Us

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about our products and Services. We collect this data through contact forms and the use of cookies.

2. How We Collect Information

We collect personal data directly from you when you:

- Fill out our contact forms
- Use our services and interact with our Site

We also use cookies and similar tracking technologies, including:

- **Session cookies:** These cookies are temporary and are deleted when you close your browser.
- **Persistent cookies:** These remain on your device for a set period of time or until you manually delete them.

3. Purpose of Data Collection

We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- To respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.
- To send administrative information to you. We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.
- To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user.
- To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services.
- To send you marketing and promotional communications. We may process your personal information for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time.
- To deliver targeted advertising to you. We may process your information to develop and display personalized content and advertising tailored to your interests, location, and more.
- To protect our Services. We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.
- To evaluate and improve our Services, products, marketing, and your experience. We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and evaluate and improve our Services, products, and marketing.
- To identify usage trends. We may process information about how you use our Services to better understand how they are being used so we can improve them.
- To determine the effectiveness of our marketing and promotional campaigns. We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.
- To comply with our legal obligations. We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights. We do **not** share your data with payment processors, and all information is stored in the cloud with appropriate security measures, including encryption and firewalls.

4. How We Use Cookies

We may use cookies and other tracking technologies to collect and store your information. We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

You can opt out of cookies at any time through your browser settings or other cookie management tools.

5. Data Retention

We take your privacy seriously and are dedicated to safeguarding your personal information. Rest assured, your data will not be shared with third parties for marketing or promotional purposes under any circumstances.

We will retain your personal information only for as long as it is necessary to fulfill the purposes outlined in this privacy notice. In some cases, legal requirements—such as tax and accounting regulations—may necessitate a longer retention period.

Once we determine that we no longer have a legitimate business need to process your information, we will take appropriate action. This may involve deleting or anonymizing your data to protect your identity. In instances where deletion isn't feasible—such as information stored in backup archives—we will ensure that your data is securely stored and isolated from any further processing until it can be safely deleted.

Your trust is important to us, and we are committed to handling your personal information with care and responsibility.

6. Your Rights

You have the right to:

- Opt out of email marketing
- Opt out of cookies or data sharing
- Access, update, or delete your personal data

To exercise these rights, please contact us at sales@apexreva.com.

7. Data Security

We take data security seriously and have implemented the following measures to protect your information:

- Encryption of sensitive data
- Firewalls to prevent unauthorized access
- Cloud storage with secure access protocols

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and

efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

8. Do We Collect Information From Minors?

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under the age of 18, please contact us at sales@apexreva.com

9. Third-Party Links

Our website does **not** contain links to third-party websites. Therefore, we are not responsible for the privacy practices of other sites.

10. Compliance with Laws

We primarily operate in the United States, and our privacy practices comply with applicable U.S. laws. However, we are committed to handling data responsibly, regardless of geographic boundaries.

11. Policy Updates

We may update this Privacy Policy from time to time. When changes are made, we will notify users via email. Please review this Privacy Policy regularly to stay informed of any updates.

12. Contact Information

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

- **Email:** sales@apexreva.com
- **Phone:** 720-850-8298
- **Address:** 30 n Gould ST STE R, Sheridan, Wyoming 82801 and Avein Building, Mabini Street, Bacolod City, Philippines