

# HorizonReach, Inc.

## SMS Text Messaging Opt-In Policy & Privacy Policy

Effective Date: May 14, 2026

[www.horizonreach.ai](http://www.horizonreach.ai)

### PART I: SMS TEXT MESSAGING OPT-IN POLICY

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#### 1.1 Program Overview

HorizonReach, Inc. ("HorizonReach," "we," "us," or "our") operates an SMS text messaging program to communicate with clients and prospective clients who have expressly consented to receive such communications. This Opt-In Policy governs the terms under which HorizonReach sends SMS messages and describes the rights and obligations of message recipients.

#### 1.2 Consent to Receive SMS Messages

By providing your mobile telephone number and affirmatively checking the opt-in consent box during the HorizonReach account registration or sign-up process, you expressly consent to receive recurring and non-recurring SMS text messages from HorizonReach at the mobile number provided. Such messages may include, but are not limited to:

- Account and service notifications
- Platform updates, feature announcements, and product information
- Billing and subscription-related alerts
- Support and customer service communications
- Promotional or marketing messages related to HorizonReach services

Consent to receive SMS messages is not a condition of purchasing any goods or services from HorizonReach.

#### 1.3 Opt-In Mechanism

Consent is collected through HorizonReach's web-based registration and sign-up form located at [www.horizonreach.ai](http://www.horizonreach.ai). At the time of sign-up, users are presented with a clearly labeled opt-in checkbox accompanied by disclosure language that identifies HorizonReach as the sender, describes the nature of the messages to be sent, discloses applicable message and data rates, and provides instructions for opting out. No SMS messages will be sent to any individual prior to obtaining such express written consent.

## 1.4 Message Frequency

Message frequency may vary depending on your account activity, service plan, and the nature of your relationship with HorizonReach. By opting in, you acknowledge that message frequency is variable and that you may receive multiple messages per month.

## 1.5 Message and Data Rates

Standard message and data rates may apply to all SMS messages sent to or received from HorizonReach, as determined by your mobile carrier and service plan. HorizonReach is not responsible for any charges imposed by your mobile carrier in connection with your receipt of SMS messages.

## 1.6 How to Opt Out

You may revoke your consent to receive SMS messages from HorizonReach at any time by replying **STOP** to any SMS message you receive from us. Upon receipt of your STOP request, HorizonReach will send a one-time confirmation message and will cease sending further SMS messages to your mobile number, except as required by law. You may also opt out by contacting HorizonReach directly using the contact information provided in Section 1.8 below.

## 1.7 How to Request Assistance

For assistance with the SMS program, reply **HELP** to any HorizonReach SMS message or contact our support team using the information in Section 1.8.

## 1.8 Contact Information

For questions or concerns regarding this Opt-In Policy or the SMS program, please contact HorizonReach at:

**HorizonReach, Inc.**

**Website:** [www.horizonreach.ai](http://www.horizonreach.ai)

## 1.9 Supported Carriers

HorizonReach's SMS program is supported by most major U.S. wireless carriers, including but not limited to AT&T, Verizon, T-Mobile, and Sprint. Carrier support is subject to change, and HorizonReach makes no guarantee of delivery across all networks.

### 1.10 No Liability for Third-Party Carrier Actions

HorizonReach is not liable for delayed or undelivered messages due to factors outside its reasonable control, including carrier network outages, filtering, or technical failures.

## PART II: PRIVACY POLICY

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### 2.1 Introduction and Scope

This Privacy Policy describes how HorizonReach, Inc. collects, uses, stores, discloses, and protects personal information obtained from individuals who register for or use HorizonReach's platform and services, including personal information collected through our SMS opt-in program. By registering for a HorizonReach account or using our services, you acknowledge that you have read and understood this Privacy Policy.

This Privacy Policy applies to all personal information collected by HorizonReach in connection with its platform, website (www.horizonreach.ai), and associated services.

### 2.2 Information We Collect

HorizonReach collects only the personal information that you voluntarily provide at the time of account registration or service sign-up. Specifically, HorizonReach collects the following categories of personal information:

- (a) **Identity Information:** Your full name, as provided at the time of registration.
- (b) **Business Information:** Your business name and type of business.
- (c) **Location Information:** Your business or service location, as provided at sign-up.
- (d) **Contact Information:** Your mobile telephone number, used for SMS communications and account identification.

HorizonReach does not collect sensitive personal information such as financial account numbers, government-issued identification numbers, health information, or biometric data. HorizonReach does not collect personal information beyond the categories listed above unless you separately and expressly provide such information.

### 2.3 How We Use Your Information

HorizonReach uses the personal information collected for the following purposes:

- To create, manage, and maintain your HorizonReach account

- To deliver SMS messages and other service communications to which you have consented
- To provide customer support and respond to inquiries
- To improve, maintain, and develop the HorizonReach platform and services
- To comply with applicable legal obligations
- To enforce our Terms of Service and other policies

HorizonReach does not use your personal information for purposes incompatible with those described above without first providing notice and, where required by law, obtaining your consent.

## 2.4 SMS-Specific Data Use

Personal information collected in connection with the SMS opt-in program — specifically your mobile telephone number — is used solely to deliver SMS messages that you have consented to receive. HorizonReach does not share, sell, rent, or trade your mobile telephone number or SMS opt-in data with third parties for their marketing purposes. No mobile opt-in data or consent information will be shared with any third party for any purpose, except as expressly provided in Section 2.5 of this Privacy Policy.

## 2.5 Disclosure of Personal Information

HorizonReach does not sell your personal information. HorizonReach may disclose your personal information to third parties only in the following limited circumstances:

- **Service Providers:** We may share personal information with trusted third-party service providers who assist in operating our platform, delivering SMS communications (including our SMS platform provider), and providing related services, subject to confidentiality and data protection obligations.
- **Legal Compliance:** We may disclose personal information where required to do so by law, regulation, court order, or governmental authority, or where disclosure is necessary to protect the rights, property, or safety of HorizonReach, our clients, or the public.
- **Business Transfers:** In the event of a merger, acquisition, reorganization, or sale of all or substantially all of HorizonReach's assets, personal information may be transferred to the successor entity, subject to the same protections described in this Privacy Policy.

In all cases, HorizonReach requires third parties who receive personal information to maintain appropriate security measures and to use such information only as authorized.

## 2.6 Data Retention

HorizonReach retains personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, to maintain your account, and to comply with applicable legal

obligations. When personal information is no longer required, HorizonReach will securely delete or anonymize it in accordance with applicable law.

## 2.7 Data Security

HorizonReach implements commercially reasonable technical, administrative, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, and destruction. Notwithstanding these measures, no method of data transmission or storage is completely secure, and HorizonReach cannot guarantee absolute security.

In the event of a data breach that affects your personal information, HorizonReach will notify you as required by applicable law.

## 2.8 Your Privacy Rights

Depending on your jurisdiction, you may have certain rights with respect to your personal information, including the right to:

- Access the personal information HorizonReach holds about you
- Request correction of inaccurate or incomplete personal information
- Request deletion of your personal information, subject to applicable legal requirements
- Withdraw consent to the processing of your personal information, including consent to receive SMS messages
- Lodge a complaint with a supervisory authority if you believe your privacy rights have been violated

To exercise any of these rights, please contact HorizonReach using the information provided in Section 1.8 of this document. HorizonReach will respond to your request within the timeframe required by applicable law.

## 2.9 Children's Privacy

HorizonReach's platform and services are not directed to individuals under the age of 18. HorizonReach does not knowingly collect personal information from children under 18. If we become aware that we have inadvertently collected such information, we will take prompt steps to delete it.

## 2.10 Third-Party Links and Services

HorizonReach's website or platform may contain links to third-party websites or services. This Privacy Policy does not apply to such third-party sites, and HorizonReach is not responsible for the privacy practices of any third party. We encourage you to review the privacy policies of any third-party services you access.

## 2.11 Changes to This Privacy Policy

HorizonReach reserves the right to modify this Privacy Policy at any time. If we make material changes, we will provide notice through our platform, website, or by SMS or email to the contact information on file, prior to the changes taking effect. Your continued use of HorizonReach's services following notice of changes constitutes your acceptance of the updated Privacy Policy.

## 2.12 Governing Law

This Privacy Policy is governed by the laws of the State of California, without regard to its conflict of law provisions. Any disputes arising under this Privacy Policy shall be subject to the exclusive jurisdiction of the courts located in California, Sacramento County.

## ACKNOWLEDGMENT

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By registering for a HorizonReach account and providing your mobile telephone number, you acknowledge that you have read, understood, and agree to this SMS Text Messaging Opt-In Policy and Privacy Policy.

*HorizonReach, Inc. | www.horizonreach.ai  
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