



ARC CONSULTING, LLC

PRIVACY POLICY

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Document Owner
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1. The Services

This ARC Privacy Policy (“Privacy Policy”) explains our privacy practices for processing our clients’ business data via our Services. ARC’s clients are companies that use Remote Call, Chat, and Email Performance Evaluations, Telephone, Chat, and Email Mystery Shopping, Customer Satisfaction Surveys, Employee Engagement Surveys, Call Coaching, and Training. The Privacy Policy applies when our Clients give information to us for evaluation or when our Clients incorporate our Services as a component of their service. ARC offers an integrated solution that provides clients with the information they need to drive sales, develop a strong service culture within their organization, and to keep them at the forefront of their industry in customer satisfaction and retention.

ARC has no direct interaction with individuals who use our Clients’ Services. ARC’s Clients are required to provide notice to individuals and to obtain the appropriate authorizations and lawful bases for ARC’s evaluations and training as outlined in this Privacy Policy and to provide a privacy policy of their own.

This Policy applies to all ARC’s operating divisions and affiliates. ARC has put in place devices to verify ongoing compliance with this Policy. Any employee or independent contractor who violates these privacy principles will be subject to disciplinary procedures.

2. Business Data We Receive

ARC gathers business data to provide Services and other specific purposes outlined in this Privacy Policy. We do not consciously collect information on children under sixteen years of age, and our services are not directed to such uses. In some jurisdictions, Business data may be considered as personal data.

When communicating providing the Services, ARC may obtain the following:

- Information about the Client, the Client’s employees, the Client’s customers, and the Client’s business processes.
- Personally Identifiable Information
 - A full name, name, maiden name, mother’s maiden name, or an alias.
 - A financial account, or credit card number.
 - A street or email address.
 - Any kind of telephone numbers, mobile numbers, business, and personal numbers.
 - Information about an individual affiliated or with one of the above (e.g., financial information, medical information, place of birth, race, religion, weight, date of birth, employment information, geographical indicators).

3. What We Do with Business Data?

ARC utilizes business data to:

- provide the Services,
- provide support and training,
- measure the Services' activity for quality control and customer service,
- sustain, improve and evolve the Services,
- guarantee internal quality control,
- carry out activities per the directions of our Clients.

4. Sharing Information with Others

We may share data for the following purposes:

ARC may share data we receive with sub-contractors, employees, and service providers. The kinds of service providers to whom we consign data involve service providers for: IT-related services; online reporting platforms, customer service activities; call editing, training, and coaching, the requirement of information and services the client has requested; and the terms of the Services. We have administered relevant contracts with our service providers that forbid them from using or sharing information except as essential to perform the contracted services on our behalf or comply with applicable legal requirements.

ARC may use third-party platforms such as Google Workspace, Okta Verify, ResearchMetrics (ShopMetrics) and Prism Intelligence as part of our Services.

5. Data Retention

ARC retains and stores business data for as long as directed by its Clients and for its personal data as long as required to fulfill the objectives for which it was gathered to provide our Services, enforce our agreements and comply with applicable laws.

6. Transfer of data outside your territory

ARC may process and store data in various locations in the United States, in sites managed and controlled by cloud-based service providers and other types of service providers.

ARC will implement data onward transfer instruments to the degree required under applicable privacy laws and regulations and/or its Client contracts.

7. Information Security

ARC is committed to safeguarding the confidentiality of personal information it collects and its Clients' business data. ARC makes consistent efforts to secure personal information, minimize damage, risks of theft, loss of data, or unauthorized access or use. However, ARC

cannot guarantee that the Services will be exempt from any wrongdoings, bugs, access, unlawful interceptions, or other kinds of abuse and misuse.

8. Collection of Information

ARC gathers personally identifiable information, like names, postal addresses, email addresses, etc., when freely submitted by our website visitors. The information collected is used to satisfy a request for information about our Services.

9. Cookie and Tracking technology

Cookie and tracking technology help gather information like operating system or browser type, track the number of visitors to the Site, and recognize how visitors are using the ARC Site. Cookies can also aid in customizing the Site for visitors. Personal information cannot be collected through cookies and other tracking technology; however, cookies may be tied to such information if you previously provided personally identifiable information. Accumulated cookie and tracking information may be shared with third parties. The ARC site may use cookie and tracking technology depending on the features offered.

10. Email

ARC may also encourage you to send us an email with inquiries. ARC will use the information you provide to respond to your inquiry. We only send you general information via email. It would be best to remember that email might not necessarily be protected against interception. Therefore, we suggest that you do not send sensitive information or personal data to us via email. ARC will not ask, and there is generally no reason for you ever to provide any sensitive information, such as credit card, bank account, or Social Security number.

11. Distribution of Information

We may yield information with companies or governmental agencies helping us in fraud investigation or prevention in the following situations: (1) permitted or required by law; (2) investigating fraud that has already taken place; (3) attempting to protect against or prevent actual or potential fraud or unauthorized transactions. The information is not granted to these companies for marketing purposes.

11. California Privacy Rights

This section of the Privacy Policy pertains only to users, visitors and others who reside in the State of California.

Personal Information Collected & Shared Under the CCPA

We utilize this segment in compliance with the California Consumer Privacy Act of 2018 ("CCPA").

Any articles defined in the CCPA have the equivalent meaning when applied in this section.

ARC collects personal information. This Personal information does not include publicly available information from government records; de-identified or aggregated consumer information; or information excluded from the CCPA. The personal information that we collect includes information that may identify, relate to, describe, is rationally able to be associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

Your Rights and Choices

This Privacy Policy To exercise your privacy rights under the CCPA, please submit a verifiable consumer request to our email info@arccps.com. Note that only you, or a person that is authorized to act on your behalf, may make a valid consumer request related to your personal information.

ARC will not discriminate against anyone for exercising any of their CCPA rights.

California's definition of "sale" includes transfers that habitually may not be thought of as a "sale" in the usual tradition of the word, like sharing data with our affiliates.

12. Changes to this Privacy Policy

This Privacy Policy may change periodically. In the event of any tangible changes to this Privacy Policy, ARC will inform any required parties as dictated by applicable law. You agree and understand that you will be considered to have accepted the updated Privacy Policy if you use the Services after the updated Privacy Policy is posted to this website. If you do not agree to any part of the Privacy Policy, then in effect, you must instantly stop using the Services.

13. Contact Us

For any concerns, questions, or comments, please send correspondence to ARC Consulting, LLC, 820 Columbia Street Orange, CT 06477, or via email to info@arccps.com.

ARC respects your privacy rights. Upon request, ARC will provide you with information about whether we hold any of your Personal Information. Once you provide us with your Personal Information, you have the following rights concerning that information:

- To review the user information supplied to us
- Request that we correct any outdated information, errors or omissions in user information supplied to us
- Request that your user information supplied not be used to contact you
- Request that your user information supplied to be removed from any solicitation list used by ARC Consulting, LLC
- Request that your user information supplied be deleted from ARC records
- To opt-out of being solicited by ARC Consulting, LLC or third parties

To exercise these rights, please contact ARC Consulting, LLC at info@arllc.com. We will respond to your request to delete, change or correct your information and notify you of the action we have taken.