Business Building USA Inc. Website: businessbuildingusa.com Version 3.0 Effective Date: November 24, 2026 Last Updated: November 24, 2026

1. Who We Are and What This Policy Covers

1.1 About Us. Business Building USA Inc. ("Business Building USA," "we," "us," or "our") is a Tennessee corporation with its business address at 4015 TRAVIS DRIVE STE 211 #1086, NASHVILLE, TN 37211. We provide business consulting and small business owner coaching, including sales and marketing growth strategy, leadership development, and management training. We also provide marketing and follow-up services to business clients, including delivering new leads from our lead database, advertising campaigns that generate new leads, text message campaigns to a client's own consenting customers, AI receptionist and missed-call follow-up, appointment booking, and mobile website optimization (together, the "Client Services").

1.2 Scope. This Privacy Policy explains what personal information we collect, how we use it, who we share it with, and the choices you have. It applies to information we collect through businessbuildingusa.com (the "Website"), through forms you reach from advertisements we run on Facebook, Instagram, and other platforms (the "Ad Forms"), by phone, text message, and email, through our lead database (Section 5), and through our other business interactions with you.

1.3 Five Situations. We handle personal information in five situations, and this policy treats each separately:

1. **Our visitors, prospects, and clients** (Sections 2 and 3). You visit our Website, contact us, or buy from us. We decide how this information is used.

2. **People who respond to ads we run for a client** (Section 4). You respond to an advertisement for a business that is our client.

3. **People in our lead database** (Section 5). You searched online for a product or service, and information about that search is in a database we use to deliver leads to our clients. You may never have dealt with us.

4. **A client's own customer list** (Section 6). A client gives us its customer list so we can run a text campaign for that client. The client decides whose information we use and why.

5. **Calls answered for a client** (Section 7.5). You call a business that uses our AI receptionist.

1.4 Business Audience. Our Services are intended for business owners and other business professionals. A person who deals with us for a business is still an individual, and this policy and the privacy laws that apply to individuals cover their personal information.

1.5 Related Terms. Text messages and calls are also covered by our Text and Call Terms. Our Website Terms of Service and Refund and Cancellation Policy describe other terms.

2. Information We Collect About Visitors, Prospects, and Clients

2.1 Information You Give Us. We collect information you choose to provide when you fill out an Ad Form or Website form, book a call, speak with us by phone, chat with our website assistant, accept an agreement, or send us a message. This may include:

1. contact details, such as your name, email address, mobile and other phone numbers, and mailing address;

2. business details, such as your company name, job title, industry, website, service area, company size, and the information you share about your customers, prices, and sales process;

3. your answers to questions about your business, goals, challenges, and needs;

4. the content of your communications with us, including notes, recordings, and transcripts of calls, texts, emails, and chats;

5. your acceptance records, such as the agreement and policy versions shown to you, the date and time, your IP address, and your browser and device information; and

6. payment and billing details if you buy from us. Card details are entered on a page hosted by our payment processor, Stripe, and we do not receive or store full card numbers.

2.2 Information Collected Automatically. When you visit the Website, we and our service providers may collect your IP address, device type, browser type, operating system, pages viewed, links clicked, time spent on pages, referring website or ad, approximate location (such as city or region), and the date and time of your visit. Essential technologies that make the Website work are always on. Analytics and advertising technologies are used only as Section 9 describes.

2.3 Information From Advertising Platforms. When you submit an Ad Form on Facebook, Instagram, or another Meta product, Meta passes the information you entered to us. We may also receive reports from Meta, Google, and similar platforms about how people interacted with our ads. These reports may not identify you.

2.4 Information From Other Sources. We may receive business contact information from referral sources and from publicly available sources such as business websites and professional profiles. Section 5 describes the lead database, which is a separate source.

2.5 Market and Interest Information. To plan and aim advertising, we and our providers may use information about online interests and activity, such as signals that people in an area have recently looked for a type of service, and the audience tools that advertising platforms offer. We use this information to decide where and to whom to show ads, and to check whether we can run a campaign for a client’s service area. We ourselves do not call, text, or email a person who is identified only through this kind of information. If we or a provider upload a list of identifiers to an advertising platform to build an ad audience, we do so only as the platform’s rules and applicable law allow, and you can opt out as Section 11 describes.

2.6 Sensitive Information. We do not ask for, and you should not send us, Social Security numbers, government ID numbers, bank or card account numbers, health information, or other sensitive personal information through our forms, texts, emails, chats, or calls. If you send such information anyway, we will handle it as this policy describes and delete it when we can.

3. How We Use Information About Visitors, Prospects, and Clients

3.1 Purposes. We use this information to:

1. respond to your inquiries and contact you about our Services, including by phone, text message, and email, within the permissions you have given us;

2. check whether our Services are a fit for you, qualify you for an offer, and prepare for calls and consultations;

3. provide, manage, and improve our Services and the Website;

4. schedule meetings, send reminders, send receipts and invoices, and process payments;

5. send you marketing emails and, if you separately agreed, marketing texts, subject to your choices in Section 11;

6. measure and improve our advertising, including, after you accept optional cookies, showing you our ads on other websites and platforms and building audiences of people with similar characteristics;

7. analyze how the Website is used and make it work better;

8. keep our Website and systems secure, and detect and prevent fraud, abuse, and unlawful activity;

9. keep records of consent, opt-outs, acceptances, and refunds, and resolve disputes; and

10. comply with legal obligations, enforce our agreements, and protect our rights.

3.2 No Purchase Condition. You do not have to agree to receive marketing texts or automated calls to buy anything from us.

4. People Who Respond to Ads We Run for a Client

4.1 What This Section Covers. We run advertising campaigns for business clients, for example to find homeowners who want to sell a property or people who want a home service. If you respond to one of those ads, for example by submitting an Ad Form, requesting a quote, or calling, this Section applies. The ad or form names the business it is for.

4.2 What We Collect. We collect what you enter or say, which may include your name, phone number, email address, the property or service you ask about, your location, your message, the date and time, how you responded, and the ad you responded to. We also keep a record of the form, message, or call so we can show that you chose to respond.

4.3 What We Do With It. We deliver your information to the one business named on the ad or form, so that it can contact you about the request you made. We also use it to confirm that the

response is genuine, to remove duplicates and spam, to keep delivery and consent records, to handle complaints and requests, and to comply with law. We do not use your information to market our own services, we do not sell it to other businesses, and we do not add it to any other client's list.

4.4 After We Deliver It. The business that receives your information decides how to use it. Its own privacy policy and practices apply. Any call or text to you about your request comes from that business or from us on its behalf, and identifies the business. We do not make cold calls or send unsolicited texts to people who have not responded or agreed.

4.5 Text Consent on Ad Forms. If an Ad Form asks for permission to send you text messages, the permission box is separate, unchecked until you check it, and not required to submit the form. The Ad Form tells you which business will text you and what kind of texts to expect.

4.6 Your Choices. You may ask us to delete or correct your information, to stop contacting you, or to tell the business to stop, using the contact details in Section 16. You may also contact the business directly.

5. People in Our Lead Database

5.1 What This Section Covers. We use a database of information about people who searched online for products or services, such as a homeowner who searched for ways to sell a property. One of our services, the Lead Program in our Introductory Offer, searches that database for people in a client's service area who searched for what the client offers within the last 72 hours, and delivers their contact information to that client. If you are in this database, this Section applies to you. You may not know you are in it, because you did not deal with us directly.

5.2 Where We Get It. We get this information from third-party data providers, our fulfillment partners, and publicly available sources. We do not collect it from you directly.

5.3 What It Includes. It may include your name, phone number, email address, general location (such as city, county, or ZIP code), the topic of what you searched for and when, and inferences, such as a likely interest in a service.

5.4 What We Do With It. We search the database, check whether a person is in a client's service area and searched within the last 72 hours, remove duplicates and people on our suppression list, deliver the contact information to the client that bought the leads (by text

message and email sent to the client), and keep records of the search, the delivery, and any request or complaint.

5.5 We Do Not Contact You. We do not call, text, or email you as part of this service. The client receives your information and may contact you. The client decides how, and its own privacy policy and legal duties apply. We require clients to use lead information only to contact you about the product or service they offer, not to sell, rent, or share it, and to honor requests to stop contacting you or to delete your information.

5.6 Disclosure for a Fee May Be a Sale. Because a client pays us for leads, some state privacy laws may treat our disclosure of your information to the client as a "sale" of personal information. We do not knowingly include the information of anyone under 18.

5.7 Data Broker Laws. Some states require businesses that sell information about people they do not deal with directly to register as data brokers. Where the law requires it, we register.

5.8 Your Choices. You may ask us to remove you from the lead database, tell you what we hold, give you a copy, correct it, delete it, or stop disclosing it to clients, as Section 11 describes. We keep a suppression record so that we do not deliver you again, and we ask our providers to do the same.

6. A Client's Customer List

6.1 Our Role. When a client gives us its customer list so we can run a text campaign, the client decides whose information we use and why, and we act as the client's service provider (sometimes called a "processor") on its instructions. The client, not Business Building USA, has the relationship with its customers and is responsible for having the permissions needed to contact them.

6.2 What We Receive. The client may give us names, mobile numbers, service and appointment history, records showing when and how each person agreed to receive texts, and the content of text conversations.

6.3 How We Use It. We use a client's list only to perform the Client Services for that client. This includes checking the client's consent records, loading eligible contacts into our HighLevel messaging account, sending text messages to those contacts from a phone number we have registered with U.S. carriers, managing replies and follow-up, booking appointments in the client's booking system, honoring opt-outs, and keeping records of consent, opt-outs,

and messages. We do not sell the list, we do not use it to market our own services or other clients' services, we do not combine it with information from other clients, and we do not allow our AI tools or providers to use it to train AI models for anyone else.

6.4 Client Websites and Systems. For website optimization or CRM work, a client may authorize us to access its website, hosting accounts, databases, CRM, and domain name system (DNS) records. We use that access only to perform the authorized work and limit it to what the work needs. A client's website may collect information from its own visitors. That information belongs to the client and is governed by the client's own privacy policy.

6.5 If You Received a Text on a Client's Behalf. The text identifies the business that contacted you. Reply STOP to stop all texts from that sender. You may also contact us at the details in Section 16, and we will act on your request for the client or pass it to the client, and we will tell you if we cannot. For requests about information a business holds about you, please also contact that business directly.

6.6 Clients' Responsibilities. We require our clients to confirm that they have the right to give us their customer information and have documented prior express written consent to send marketing texts to the people on the list. We check consent records before we send any text, but the client remains responsible for its consents.

7. AI Tools, Calls, Texts, and Recordings

7.1 AI Tools. We use AI-enabled tools to run our business and to deliver Client Services. For our own business, these include an AI assistant called Artemis, provided through AI Profit Consulting, which may answer questions on the Website, and AI voice and text tools that may answer calls, qualify inquiries, schedule calls, and respond to messages. When you communicate with us, your information, including the content of your messages and call recordings or transcripts, may be processed by these tools on our behalf. If an AI tool is communicating with you directly, it will tell you that it is an automated or AI assistant. AI tools can make mistakes, so please contact us if anything you receive seems wrong.

7.2 AI Providers' Limits. We do not allow our AI providers to use your personal information to advertise to you for their own purposes, to sell it, or to train AI models for other customers. We use only the providers and tools needed to deliver our Services.

7.3 Calls We Place. We do not make cold calls or place outbound promotional calls. We call you only if you asked for a call or booked one, for example by submitting a form or booking a

time on our Website or through an Ad Form, or if you are a client or a person in an active conversation with us. If you ask for a callback and you confirm that you agree to receive an automated or AI-voice call, an AI assistant may place it, and it will tell you it is an AI assistant. If you have not given that confirmation, a person will call you.

7.4 Recordings. We may take notes of, transcribe, or record calls and video meetings, including calls handled by AI tools, for quality, training, and record keeping. We tell you at or before the start of the call and ask for your agreement. If you do not agree, tell us and we will not record the call.

7.5 Calls Answered for a Client. When you call a business that uses our AI receptionist, the call may be answered by an AI assistant, which will say that it is an AI assistant. It may record the call after telling you and asking for your agreement, collect your name, number, and reason for calling, answer questions about the business, and book an appointment. The business is responsible for how it uses what you say, and its own privacy policy applies. If you do not want to speak with an AI assistant, tell it so and ask for a person.

7.6 Texts. We send marketing texts only to people who have given prior express written consent to the business sending them. We send informational texts, such as appointment confirmations and reminders, to people who have asked for them or agreed to them. We do not text people in our lead database (Section 5). Texting is also covered by our Text and Call Terms. We do not share mobile numbers or text opt-in data collected through our own texting program with third parties for their marketing (see Section 8.7).

8. How We Share Information

8.1 Sales and Targeted Advertising. We do not sell the personal information of our visitors, prospects, clients, or people who respond to ads, in exchange for money. We do disclose information about people in our lead database to clients for a fee (Section 5), which may be a “sale” under some state laws. Some advertising and analytics tools, when you accept them, collect information in a way that certain state laws treat as a “sale” or “sharing” of personal information for targeted advertising. Sections 5, 9, and 11 explain how to opt out. We do not knowingly sell or share the personal information of anyone under 18.

8.2 Service Providers. We share information with companies that perform services for us and may use the information only to provide those services to us. These include:

1. customer relationship management and marketing automation platforms, including HighLevel (GoHighLevel), which we use to store contact records, run forms, manage appointments, and send text messages and emails;

2. AI tools and fulfillment partners, including Artemis and AI Profit Consulting, and AI voice, transcription, and text tools;

3. analytics providers, such as Google Analytics and Google Search Console, if and when we turn them on;

4. advertising platforms, including Meta (Facebook and Instagram) and Google;

5. email, text messaging, phone and carrier, video conferencing, and calendar providers;

6. payment processors, including Stripe, and accounting providers; and

7. website hosting, security, and IT providers.

8.3 Clients. We share the information described in Section 4 with the client the ad or form names, the information described in Section 5 with the client that bought the leads, and information about its own customers with the client that gave it to us.

8.4 Advertising Partners. When you accept optional cookies, advertising partners such as Meta and Google may collect information through pixels and cookies and use it to measure our ads, show you our ads on other sites, and, under their own privacy policies, improve their own services. This may be considered “sharing” for cross-context behavioral advertising or “targeted advertising” under some state laws.

8.5 Professional Advisors, Transactions, and Legal Reasons. We may share information with our attorneys, accountants, insurers, and other professional advisors; if we are involved in a merger, acquisition, financing, or sale of all or part of our business, in which case we will require the new owner to honor this policy or give you notice of any material change; and when we believe in good faith that disclosure is required by law, subpoena, or court order, or is needed to protect the rights, property, or safety of us, our clients, or others, or to investigate fraud or security issues.

8.6 With Your Direction. We may share information with other parties when you ask us to or give us your consent.

8.7 Text Message Information. We do not share your mobile phone number or your text message opt-in data and consent with any third parties or affiliates for their marketing or promotional purposes. This applies to numbers and opt-in data we collect through our own texting program. It does not restrict sharing with the service providers described in Section 8.2, such as our messaging platform and mobile carriers, which handle messages only to deliver them for us, or with the client on whose behalf we send the message. It also does not cover contact information of people in our lead database (Section 5), who did not opt in to our texting program.

9. Cookies, Pixels, and Similar Technologies

9.1 What We Use. The Website uses cookies (small files stored on your device), pixels (small pieces of code that report your activity), and similar technologies. They fall into two groups:

1. **Essential.** These make the Website work, keep it secure, and remember your cookie choice. They are always on.

2. **Optional.** These measure and improve the Website and our advertising. They may include Google Analytics (website traffic and usage; see https://policies.google.com/technologies/partner-sites and the opt-out add-on at https://tools.google.com/dlpage/gaoptout), the Meta Pixel (which tells Meta about your visits and actions on our Website so we can measure our ads and show you our ads on Facebook and Instagram), HighLevel tracking and retargeting tools, and Google Search Console (aggregate information about how people find the Website). We may add or remove optional tools over time, and this policy applies to the tools in use when you visit.

9.2 Your Choice. When you first visit the Website, a banner offers Accept and Decline with equal prominence. Optional tools load only after you click Accept. If you do nothing, they stay off. We save your choice for twelve (12) months. You can change or withdraw your choice at any time using the Cookie Preferences link at the bottom of every page.

9.3 Global Privacy Control. If your browser or device sends a Global Privacy Control signal, we treat it as a request to opt out of targeted advertising and the sale or sharing of your personal information, and optional advertising tools stay off for that browser.

9.4 Do Not Track. Some browsers send “Do Not Track” signals. Because there is no common standard for them, we do not treat them as a choice, but we do respond to Global Privacy Control. Other third parties may track your activity across websites over time.

9.5 Other Ways to Opt Out. You can control cookies through your browser settings; adjust your ad preferences in your Facebook and Instagram account settings; adjust your Google ad settings at https://adssettings.google.com; and use the opt-out tools of the Digital Advertising Alliance at https://optout.aboutads.info and the Network Advertising Initiative at https://optout.networkadvertising.org. Blocking cookies may affect how the Website works.

10. How Long We Keep Information

10.1 Retention. We keep personal information for as long as needed for the purposes in this policy, such as following up on your inquiry, providing Services, meeting legal, tax, and accounting requirements, resolving disputes, and enforcing our agreements. We decide how long to keep specific information based on its type, why we collected it, whether you are a client or prospect, and our legal obligations.

10.2 Records We Keep Longer. We keep consent records, opt-out records, acceptance records, and message and call history for at least five (5) years after the last message or call to the person, or longer while a claim, complaint, or inquiry is pending. We keep lead delivery records (Sections 4 and 5), including the search record for each lead we deliver, for up to five (5) years after delivery for the same reasons. A client’s customer information is kept for the period the client’s agreement requires and then returned or deleted as that agreement provides, except for the consent, opt-out, and message records above.

10.3 Deletion. When we no longer need your information, we delete it or remove identifying details, unless the law requires us to keep it. If you ask us to delete information, we will keep only what we are required or permitted by law to keep, such as your opt-out or suppression record so that we do not contact you or deliver you as a lead again.

11. Your Choices and Rights

11.1 Marketing Emails. You can unsubscribe from marketing emails at any time by using the unsubscribe link or contacting us. We may still send messages about an account or Services you have bought.

11.2 Texts and Calls. You can stop our texts at any time by replying STOP, and STOP ends all texts from that number. Reply HELP for help. You can also ask us to stop marketing texts and calls by any reasonable means, including by telling us during a call (including a call with an AI assistant), writing to us, or replying in your own words, such as “please stop texting me.” We will honor your request promptly and within the time the law requires. Message and data rates may apply. For more detail, see our Text and Call Terms.

11.3 Requests About Your Information. You may ask us to:

1. tell you what personal information we hold about you and give you a copy;
2. correct information that is wrong or incomplete;
3. delete your personal information;
4. stop using or sharing your information for targeted advertising, or for the sale or sharing of personal information, including removing you from our lead database; and
5. tell you which categories of third parties we share your information with.

11.4 How to Make a Request. Email us at support@businessbuildingusa.com or write to the address in Section 16. You do not need an account. We may need to verify your identity before acting on a request, for example by asking you to confirm details we already have on file. We respond within the time required by applicable law. We may decline a request where the law allows, such as where we need the information to meet legal obligations, and if we do, we will explain why.

11.5 State Law Rights. Depending on where you live, state privacy laws may give you additional rights, including the rights in Section 11.3, the right to limit certain uses of sensitive information, and the right to opt out of targeted advertising and the sale or sharing of personal information. We honor these requests from residents of any state to the extent that state’s law gives them the right. You may use an authorized agent to submit a request for you if we can verify the agent’s authority. If you live in California, you may also ask us once a year for information on whether we have disclosed personal information to third parties for their direct marketing purposes. We will not treat you differently for exercising your privacy choices.

11.6 Appeals. If we decline your request, you may appeal by emailing support@businessbuildingusa.com with the subject line “Privacy Appeal” and the details of your request. A person who did not make the original decision will review it, and we will

answer in writing within the time the law requires and explain the result. If we deny your appeal, you may contact your state attorney general to submit a complaint.

11.7 Opting Out of Targeted Advertising, Sale, and Sharing. To opt out of targeted advertising and the sale or sharing of your personal information, use the Cookie Preferences link and click Decline, send a Global Privacy Control signal, use the tools in Section 9.5, or email support@businessbuildingusa.com with the subject line “Opt Out of Targeted Advertising.” To be removed from our lead database and not delivered to clients, email support@businessbuildingusa.com with the subject line “Remove Me From Lead Database,” or call (866) 947-9111, and tell us the name, phone number, or email address to remove. You may also use the Your Privacy Choices link at the bottom of every page.

11.8 Categories We Collect. In the past twelve months we have collected the following categories of personal information, from the sources in Sections 2 to 6, for the purposes in Sections 3 to 6, and disclosed them to the recipients in Section 8:

1. identifiers, such as name, email address, phone number, IP address, and device identifiers;

2. commercial information, such as purchases, quotes requested, and appointment history;

3. internet and device activity, such as pages viewed and ad interactions (optional tools only after you accept), and, for people in our lead database, the topic and time of an online search;

4. professional and business information, such as company and job title;

5. audio recordings, transcripts, and the content of messages, where recorded or sent;

6. approximate location; and

7. inferences drawn from the above, such as likely interest in a service.

Categories (i) and (iii) may be “shared” or “sold” for targeted advertising when you accept optional tools. For people in our lead database, we disclose categories (i), (iii), (vi), and (vii) to clients for a fee, which may be a “sale.” We do not sell or share the other categories.

12. Security

12.1 Safeguards. We use reasonable administrative, technical, and physical measures to protect personal information, and we choose service providers that maintain security safeguards. For client data and client system access, we limit access to the people and tools that need it, and we protect login credentials. No method of transmission over the internet or electronic storage is completely secure, so we cannot guarantee absolute security.

12.2 Breach Notice. If a data security incident affects your personal information, we will notify you and regulators where the law requires. If an incident affects information we hold for a client, we will notify the client as our agreement with the client requires.

13. Children's Privacy

13.1 Not Directed to Minors. The Website and Services are intended for adults who are 18 or older and are not directed to anyone under 18. We do not knowingly collect personal information from anyone under 18. If you believe a minor has given us personal information, contact us at support@businessbuildingusa.com and we will delete it.

14. Visitors Outside the United States

14.1 U.S. Focus. We offer our Services to businesses in the United States and do not target visitors in the European Union, the United Kingdom, Canada, or other countries. The Website is operated from the United States, and information you provide will be transferred to, stored, and processed in the United States, where privacy laws may differ from those in your country. If you access the Website from outside the United States, you do so on your own initiative and you are responsible for compliance with local laws.

15. Third-Party Websites and Platforms

15.1 Links and Platforms. The Website and our ads may link to or run on third-party websites and platforms, such as Facebook, Instagram, Google, and LinkedIn. We do not control those third parties and are not responsible for their privacy practices. Please read their privacy policies. Information you submit to a platform's own form is also subject to that platform's policies.

16. Contact Us

16.1 Contact Details. If you have questions about this Privacy Policy or want to make a request, contact us at:

BUSINESS BUILDING USA INC Attention: Privacy 4015 TRAVIS DRIVE STE 211 #1086 NASHVILLE, TN 37211 Email: support@businessbuildingusa.com Telephone: (866) 947-9111 Hours: Monday through Friday, 9:00 a.m. to 6:00 p.m. Central Time

17. Changes to This Policy

17.1 Updates. We may update this Privacy Policy from time to time. When we do, we will post the updated policy on the Website and change the “Last Updated” date at the top. If we make a material change to how we use or share personal information we have already collected from you, we will give you notice, such as by email or a notice on the Website, before the change takes effect where the law requires. A change does not reduce a promise we made to you when you gave us your information, unless the law allows it and we tell you. We keep prior versions of this policy.