

Privacy Policy

Last Updated: April 3, 2025

Thank you for choosing to be part of our community at Generis Tek Inc. We are committed to protecting your personal information and your right to privacy.

1. Purpose of the Policy

- a. This Privacy Policy (“Privacy Policy”) is designed to inform you the (“User”) about how Generis Tek, its subsidiaries, and affiliated companies (“Company”, “we”, “us”, or “our”) collect, use, share, and protect the Personal Information of individuals who interact with our websites and applications (“Site”). These are collectively referred to as the (“Services”).
- b. This Privacy Policy applies to all information collected through our Services, including any related third-party services specifically used on our site but does not include links to Third Party Sites for services outside of our control.
- c. By accessing or using the Services, User agrees to this Privacy Policy and the Company’s Terms of Use. If User does not agree with Company’s policies and practices, User’s sole choice is not to use our Services and/or Site.
- d. We may update this Privacy Policy periodically. The “Effective Date” at the top indicates when the policy was last revised.
- e. Changes become effective when posted on our website, so please check for updates regularly.
- f. All personal information provided must be true, complete, and accurate, and you must update the Site upon any changes to your relevant personal information to ensure accurate use of the Services.

2. Information We Collect

- a. We collect personal information that you voluntarily provide when you register, express interest in our products and services, or engage in activities on our website.
- b. **Information you may provide includes:**
 - Registration Information: Name, email address, age, username, password, etc.
 - Transaction-related Information: Responses to offers, downloads, or use of applications.
 - Support Information: Any information you provide when contacting us for help.
 - User Input: Information entered when using our website, such as contact details.
 - Additionally, we may collect certain information automatically, including:
 - Device type, unique device ID, IP address, mobile operating system, browser type, and usage patterns on the website.
 - This automatic information helps us maintain the security and functionality of our website and for internal analytics and reporting purposes.
 - Information such as your IP address and device characteristics is collected automatically upon visiting our website.

3. Sharing Your Information

- a. We may share your information under specific circumstances to comply with legal obligations and engage third parties necessary for business operations.
- b. **Legal Sharing:** We may process or disclose your personal data based on the following legal grounds:
 - **With Your Consent:** Information may be used for approved purposes if you provide specific consent.
 - **Legitimate Business Interests:** We may process your data to achieve our legitimate business goals.
 - **Contractual Obligations:** We may process your personal information to fulfill contractual obligations.

- **Compliance with Laws:** Information may be disclosed to comply with applicable laws or government requests.
- **Protection and Safety:** Disclosure may occur to investigate or prevent potential violations of policies or suspected fraud.

4. Third-Party Sharing

We may share your personal information with third parties in specific contexts:

- **Providing Our Services:** We may share personal information with Clients, MSPs, Merchants, Merchant Employees, and authorized partners to deliver services.
- **Business Transactions:** Information may be shared during mergers, sales of assets, or acquisitions.
- **Service Providers and Partners:** We work with third-party providers for hosting, data analysis, email delivery, customer service, and marketing assistance.
- **No Sale for Marketing Purposes:** We do not sell or share your personal information for marketing purposes.
- **SMS Campaigns:**
 - Text messaging originator opt-in data and consent will not be shared with third parties.
 - We will not share your SMS opt-in for purposes unrelated to the services of that campaign.
 - We may share your Personal Data, including SMS opt-in status, with third parties that assist in delivering our messaging services.

5. Additional Uses of Your Information

We may use your information to:

- Identify you when visiting our website or locations.
- Provide products and services.
- Improve our services and product offerings.
- Conduct analytics.
- Respond to support requests or inquiries.
- Send marketing and promotional materials related to our offerings.

6. Links to Other Websites

This Privacy Policy applies only to the Company Services and Sites. The Site may contain links to other websites not operated or controlled by the Company (the “Third-Party Sites”). The policies and procedures described here do not apply to the Third-Party Sites. The links do not imply that the Company endorses or has reviewed the Third-Party Sites. We suggest contacting those sites directly for information on their privacy policies.

7. Real-time Location

- We may use GPS technology to determine your location when you visit our mobile app.
- Your location helps us display relevant advertisements but will not be shared with other users or partners.
- If you do not want your location used, you can disable location services in your mobile settings.

8. Protection of Your Data

- We have implemented physical, electronic, and managerial procedures to maintain data accuracy and prevent unauthorized access.
- In case of unauthorized access, we may notify you electronically or in writing, as permitted by law.

- Despite our efforts, no system is perfect; if you suspect any security issues, please contact us as outlined in the “Contact Us” section.

9. Data Retention

- We will retain your personal information only as long as necessary for the purposes stated in this policy, unless a longer retention period is required by law.
- When there is no ongoing legitimate business need, we will either delete or anonymize your information. If deletion is not possible, we will securely store the information and isolate it from further processing.

10. Privacy Rights

- You can review, change, or terminate your account at any time.
- To review or change your account information or terminate it, log into your account settings.
- Upon your request, we will deactivate or delete your account, although we may retain some information to prevent fraud, troubleshoot issues, or comply with legal requirements.
- You can unsubscribe from our marketing emails at any time using the unsubscribe link in the emails or by contacting us directly.

11. Consent

- Generis Tek shall obtain consent from individuals when required or appropriate. Generis Tek should also clearly communicate any choices available when personal data is collected or used by a third party or disclosed by Generis Tek to such parties.
- Specifically, when consent is required or appropriate, Generis Tek shall:
 - Request the consent of the individual using the type of consent (opt-out or opt-in) that is required or appropriate.
 - Ensure that the choices provided to an individual are complete and clear (e.g., how to “opt-out”).
 - Inform individuals of the consequences for failing to consent or to provide their information.
 - Verify that Generis Tek’s use of individual personal data is consistent with consent obtained.
 - Obtain new consent if personal data are used for a purpose other than originally disclosed to the individual.
 - Inform the individual about the provision to withdraw the consent if required.
- For sensitive information (i.e., personal information specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information specifying the sex life of the individual), Generis Tek shall obtain affirmative express consent (opt in) from individuals of such information is to be (i) disclosed to the third party or (ii) used for the purpose other than those for which it was originally collected or subsequently authorized by the individuals through the exercise of opt-in choice. In addition, Generis Tek shall treat as sensitive any personal information received from a third party where the third party identifies and treats it as sensitive.
- As a User of our Services, the User has the right to opt out of certain sharing and tracking of the User’s Personal Information as noted further down in this policy, but User acknowledges that by doing so, it may limit some of the features of the Services the User utilizes.

12. Purpose of Use

- Managing Personnel:**

- Managing personnel and employment matters
- To set up a personnel file
- To administer compensation, bonuses, equity grants, other forms of compensation, and benefits
- To manage vacation, sick leave, and other leaves of absence
- To provide training
- To evaluate job performance and consider employees for other internal positions
- To develop a talent pool and plan for succession
- Career development activities
- For diversity and inclusion programs
- Conducting employee surveys
- To engage in crisis management
- To fulfill recordkeeping and reporting responsibilities
- To maintain an internal employee directory and for purposes of identification
- To facilitate communication, interaction, and collaboration among employees
- Arranging team-building and other morale-related activities
- Managing employee-related emergencies, including health emergencies
- To promote the Company as a place to work
- To arrange and manage Company sponsored events and public service activities
- Workforce reporting and data analytics/trend analysis
- To design employee retention programs

b. Monitoring, Security, And Compliance:

- To monitor use of Company information systems and other electronic resources
- To conduct internal audits
- To conduct internal investigations
- To administer the Company's whistleblower hotline
- To protect the safety and security of the Company's facilities employees
- law enforcement and cooperation in investigations

c. Conducting Our Business:

- For communications with prospective, current, and former customers
- To make business travel arrangements
- To engage in project management
- Managing business expenses and reimbursements
- To promote the business
- To provide directory and contact information for prospective and current customers and business partners
- To facilitate administrative functions and information technology operations and for legal reasons and corporate transactions.
- To manage and operate information technology and communications systems, risk management and insurance functions, budgeting, financial management and reporting, strategic planning.
- To manage litigation involving the Company, and other legal disputes and inquiries and to meet legal and regulatory requirements;
- in connection with a corporate transaction, sale, or assignment of assets, merger, divestiture, or other changes of control or financial status of the Company or any of its subsidiaries or affiliates; and
- to manage licenses, permits and authorizations applicable to the Company's business operations.

13. Applicable Privacy Laws

User's Personal information provided under these Services is subject to the following privacy laws:

- As an Illinois resident, the User has specific rights regarding the access and deletion of the User's Personal information under the Illinois Personal Information Protection Act of 2005 as currently amended (PIPA).
- California residents who utilize Revords Services are protected and have the rights afford to them under the California Consumer Privacy Act (CCPA)

14. Updates

- We will update this notice as necessary to comply with relevant laws.
- The updated version will be indicated by a revised date and will take effect as soon as it is accessible. We encourage you to review this notice frequently for updates.

15. Data Breach Management

- a. All employees must inform their immediate supervisor, functional head, or the Privacy Team (privacy@GenerisTek.com) immediately about potential or actual instances of violation of the terms of this policy. The Privacy Team will work with the functional head to minimize the impact of data loss and jointly work out a communication plan. Depending on the classification of the data breach, e.g., whether sensitive data was lost or not, incident information will be shared with the data subject, customers, and business partners as appropriate.
- b. Any reported privacy incident must be managed in the following manner
 - Generis Tek shall classify the incident as a Major incident and follow the defined incident management procedure
 - Generis Tek shall investigate if any Personal Data (PII) has been breached
 - If any Personal Data (PII) is breached, Generis Tek shall identify the extent of the breach and impacted information
 - Generis Tek shall notify the PII Principal / Data Subjects and the Supervisory Authorities immediately (ideally within 72 hours of the breach)
 - Generis Tek shall take appropriate measures while closing the incident so that similar incident can be avoided in future
 - Generis Tek shall perform a root cause analysis after the privacy incident is closed and record the details for future reference

16. Contact Us

- If you have questions about our Privacy Policy or our use of your information, please reach out for assistance.
- When contacting us, please include your full name, the name of the location that collected your information, and a contact number or email address.

Email us at:

helpdesk@generistek.com

Or send a letter to:

Generis tek Inc.

Attention: Data Privacy

129 Fairfield Way, #212, Bloomingdale, IL 60108