

Privacy Policy

Effective Date: May 9th, 2024

This privacy policy ("Policy") will help you understand how Root Mobile ("us", "we", "our") uses and protects the data you provide to us when you visit and use rootmobile.net and all web pages and applications included in it.

We reserve the right to change this Policy at any given time, of which you will be promptly updated. To ensure you are up to date with the latest changes, we advise you to frequently visit this page.

This Privacy Policy applies to all personal information collected by Root Mobile via our website at rootmobile.net, our mobile applications, and any related services, sales, marketing, or events. Any changes to this Policy will be effective immediately upon posting the updated Policy on our website unless otherwise stated.

What User Data We Collect

When you visit our site, we may collect the following data:

- IP Address
- Contact Information and Email Address
- Other Information such as interests and preferences
- Data Profile regarding your interaction and activities while using the software
- Company Information such as address, employee details, and any information required for system functionality

Why We Collect Your Data

We collect your data for several important reasons:

- **Enhance User Experience:** Understanding your needs helps us to improve our application's functionality and interface to better serve your business operations.
- **Optimize Our Service:** We use your data to enhance our order and route management solutions, ensuring they are efficient and tailored to the challenges and requirements of your industry.
- **Provide Customer Support:** Data you provide enables us to offer effective support, helping us address your queries and troubleshoot issues promptly.
- **Communication:** We may use your contact information to send updates about our services and products, including new features and offerings. We also use this information to invite you to participate in surveys and market research, which are crucial for us to align our development with your expectations.
- **Deliver Customized Content:** Based on your interaction with our application and preferences, we may customize your experience to better match your business needs.

- **Security and Compliance:** Ensuring the security of your data is paramount. We use your information to enhance the security of our services, comply with legal obligations, and prevent misuse of our platform.
- **Facilitate Business Insights:** Data analytics and reporting are integral to our service, providing you and your business with insights regarding order trends, route efficiency, and operational performance.
- **Integration with Third-Party Services:** Your data may be shared with third-party services that integrate with our platform, enhancing functionality such as payment processing, logistics, and customer relationship management. We will always disclose when and why data is shared and ensure it is done securely and in accordance with our privacy policies.

Safeguarding and Securing the Data

Root Mobile is committed to securing your data and keeping it confidential. We have implemented the latest technologies and software to prevent data theft, unauthorized access, and disclosure, safeguarding all the information we collect online.

Our Cookie Policy

By agreeing to allow our websites to use cookies, you also agree to the use of data collected regarding your online behavior (e.g., analyzing web traffic, web pages you visit, and time spent on each page).

- **Usage of Data:** The data collected via cookies is used to customize our websites and applications to your needs. After statistical analysis, the data is completely removed from our systems.
- **Security:** Cookies do not allow us to gain control of your computer in any way. They are strictly used to monitor which pages you find useful and which you do not, enabling us to provide a better experience for you.
- **Disabling Cookies:** If you wish to disable cookies, you can do so by accessing the settings of your internet browser.

Links to Other Websites

Our websites contain links that lead to other websites. If you click on these links, Root Mobile is not responsible for your data and privacy protection. Visiting those websites is not governed by this Privacy Policy. Ensure you read the privacy policy documentation of any website you visit from our website.

Restricting the Collection of Your Personal Data

At any point, you may wish to restrict the use and collection of your personal data. You can achieve this by:

- **Contacting Us:** If you have already agreed to share your information with us, feel free to contact us via email, and we will be happy to make the necessary changes for you.

Root Mobile will not lease, sell, or distribute your personal information to any third parties unless we have your permission or are required by law. Your personal information will be used to send you promotional materials if you agree to this Privacy Policy.

GDPR Compliance

Data Protection and Privacy

Our company is committed to protecting the privacy and security of our users' data in compliance with the General Data Protection Regulation (GDPR). We use Amazon Web Services (AWS) Cognito to manage authentication, authorization, and user management processes securely and compliantly.

Lawful Basis for Processing

We process personal data only when we have a lawful basis to do so, including:

- **Providing Services:** Necessary to provide our services.
- **Legal Requirements:** To comply with legal obligations.
- **Vital Interests:** To protect the vital interests of our users or others.
- **Public Interest:** To perform tasks carried out in the public interest.
- **Legitimate Interests:** To pursue legitimate interests of our company or third parties, provided these are not overridden by the rights and freedoms of the data subjects.

Rights of Data Subjects

Under GDPR, data subjects have the following rights:

- **Right to Access:** Access your personal data that we process and obtain a copy of it.
- **Right to Rectification:** Correct any inaccurate or incomplete personal data we hold about you.
- **Right to Erasure:** Request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected, or when your consent is withdrawn, and there is no other legal ground for processing.
- **Right to Restriction of Processing:** Request the restriction of processing your personal data under certain circumstances, such as if the accuracy of the data is contested.
- **Right to Data Portability:** Receive your personal data in a structured, commonly used, and machine-readable format and transmit those data to another controller.
- **Right to Object:** Object to the processing of your personal data based on grounds related to your particular situation.
- **Right to Withdraw Consent:** Withdraw consent at any time where processing is based on your consent.

Data Transfers

Personal data may be transferred to countries outside of the European Economic Area (EEA).

In such cases, we ensure that adequate safeguards, as required by GDPR, are in place to protect the data. These safeguards may include data transfer agreements or mechanisms such as the Standard Contractual Clauses approved by the European Commission.

Data Security

We implement robust technical and organizational measures to protect personal data from unauthorized access, alteration, disclosure, or destruction. AWS Cognito helps us achieve these security measures by providing features like encryption at rest and in transit, along with advanced security features that comply with industry standards.

Data Breach Notification

In the event of a data breach, we will promptly notify the appropriate data protection authorities and affected individuals if there is a risk to the rights and freedoms of individuals, as required by GDPR.

Contact Information

For any inquiries related to the processing of your personal data or to exercise your rights under GDPR, please contact our support team at info@rootmobile.net.