



Privacy Policy

Effective Date: February 7, 2026

SoloTruth ("we," "our," or "us") operates a B2B SaaS platform for asset management professionals. We take your privacy seriously. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website and services.

By accessing or using our services, you agree to this Privacy Policy. If you do not agree, please do not use our platform.

1. Information We Collect

A. Information You Provide

We collect information you provide directly, including name, email address, company name, job title, phone number, billing information, and any data you upload or input into our platform.

B. Automatically Collected Information

We automatically collect IP address, browser type, operating system, device identifiers, pages viewed, time spent on pages, clickstream data, and referring URLs through cookies and similar technologies.

C. Third-Party Data

We may receive data from analytics providers, marketing partners, and publicly available sources to enhance our services and validate business information.

2. How We Use Your Information

We use your information to:

- Provide, maintain, and improve our platform and services
- Process transactions and manage your account
- Send you technical notices, updates, security alerts, and support messages
- Respond to your requests, comments, and questions
- Communicate about products, services, offers, and events
- Monitor and analyze usage patterns and trends
- Detect, investigate, and prevent fraud and unauthorized access
- Comply with legal obligations and enforce our agreements

3. Information Sharing and Disclosure

We do not sell your personal information. We share your information only in these circumstances:



A. Service Providers

We share data with third-party vendors who perform services on our behalf, including hosting, data analysis, payment processing, customer service, and marketing. These providers are contractually obligated to protect your information.

B. Business Transfers

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of assets, your information may be transferred as part of that transaction.

C. Legal Requirements

We may disclose information if required by law, subpoena, or government request, or if we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

D. With Your Consent

We may share information with your explicit consent or at your direction.

4. Data Security

We implement technical, administrative, and physical safeguards to protect your information from unauthorized access, use, or disclosure. These include encryption, access controls, secure servers, and regular security assessments. However, no system is completely secure, and we cannot guarantee absolute security.

5. Data Retention

We retain your information for as long as your account is active or as needed to provide services, comply with legal obligations, resolve disputes, and enforce agreements. When information is no longer needed, we securely delete or anonymize it.

6. Cookies and Tracking Technologies

We use cookies, web beacons, and similar technologies to collect usage data and improve our services. Cookies help us remember your preferences, understand how you use our platform, and deliver targeted content.

You can control cookies through your browser settings. Most browsers allow you to block or delete cookies, but this may limit functionality on our platform.

7. Your Rights and Choices

Depending on your location, you may have the following rights:

- Access: Request a copy of the personal information we hold about you
- Correction: Request correction of inaccurate or incomplete information
- Deletion: Request deletion of your personal information
- Portability: Request transfer of your information to another service



- Objection: Object to processing of your information for certain purposes
- Opt-out: Unsubscribe from marketing communications

To exercise these rights, contact us at privacy@solotruth.com. We will respond within the timeframe required by applicable law.

8. International Data Transfers

Our services are based in the United States. If you access our platform from outside the US, your information may be transferred to, stored, and processed in the US or other countries. By using our services, you consent to this transfer. We implement appropriate safeguards to protect your information in accordance with this Privacy Policy.

9. Third-Party Links

Our platform may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing any information.

10. Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children. If we learn we have collected information from a child, we will delete it promptly.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated policy on our website and updating the effective date. Your continued use of our services after changes are posted constitutes acceptance of the updated policy.

12. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy, contact us:

SoloTruth

Email: privacy@solotruth.com

Website: www.solotruth.com

For data protection inquiries specific to the GDPR or CCPA, you may also contact our Data Protection Officer at the email address above.

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Last Updated: February 7, 2026