

Privacy Policy

MyReplyBuddy

Effective Date: August 14, 2026

MyReplyBuddy is a service operated by ML Media Consultants, Inc. ("MyReplyBuddy," "we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, retain, and protect information when users visit MyReplyBuddy websites, create or use an account, purchase services, connect business systems, communicate through the service, or otherwise interact with MyReplyBuddy.

MyReplyBuddy is designed primarily for businesses that use AI-assisted and automated communication, CRM, voice, SMS, email, chat, lead follow-up, appointment scheduling, and related workflow tools. Business customers may provide personal information about their own leads, prospects, customers, clients, employees, or other contacts. In those circumstances, the business customer generally determines why and how that information is used.

1. Information We Collect

Account and Customer Information

- Name, business name, job title, email address, telephone number, billing address, login/account information, and customer-support communications.
- Subscription, billing, transaction, plan, usage, and payment-related information. Payment card information may be processed by third-party payment processors.
- Configuration information, workflows, AI instructions, prompts, knowledge-base content, business rules, FAQs, calendars, service information, products, pricing, and connected-system settings.

Customer Data

- Lead, prospect, customer, client, employee, or other contact information uploaded, imported, synchronized, generated, or processed through a customer account.
- Names, telephone numbers, email addresses, CRM records, notes, tags, appointment information, conversation history, messages, form submissions, and similar business-contact information.
- Email, SMS, chat, and voice communications sent or received through connected services.

Voice, Recording, and Transcription Data

- Telephone numbers, call times, call duration, call routing data, call metadata, audio recordings where enabled, transcripts, summaries, and AI-generated notes.

Technical and Usage Information

- IP addresses, device and browser information, system logs, login activity, feature usage, integration events, API activity, errors, performance information, cookies, and analytics data.

2. Customer Responsibility for Customer Data

Business customers are responsible for having the rights, permissions, notices, consents, and other lawful basis necessary to provide Customer Data to MyReplyBuddy and to instruct us and our service providers to process that information.

MyReplyBuddy does not represent that a contact is lawfully callable, textable, emailable, recordable, or otherwise contactable merely because that contact appears in a CRM, list, database, public source, purchased list, enrichment service, or customer upload.

3. How We Use Information

We may use information to:

- Provide and operate the MyReplyBuddy service and customer accounts.
- Enable AI voice, email, SMS, chat, lead qualification, follow-up, appointment scheduling, CRM, automation, and related features.
- Process and route communications, update records, generate summaries, classify conversations, perform requested actions, and support configured workflows.
- Provide implementation, onboarding, troubleshooting, maintenance, and customer support.
- Process subscriptions, usage charges, billing, and payments.
- Monitor performance, prevent fraud and abuse, improve reliability, secure accounts, and diagnose technical problems.
- Analyze service usage and improve features, workflows, and user experience, subject to contractual and legal restrictions.
- Comply with law, enforce agreements, and protect rights, safety, security, and property.

4. Artificial Intelligence Processing

MyReplyBuddy uses or integrates with artificial-intelligence technologies. Depending on configuration, Customer Data or portions of communications may be transmitted to AI model providers or other processors to generate responses, classifications, summaries, recommendations, transcripts, workflow actions, or other requested outputs.

AI output may be inaccurate, incomplete, or unexpected. Business customers are responsible for selecting appropriate configurations, instructions, knowledge sources, permissions, escalation rules, and human-review procedures for their use case.

We do not claim that AI output is a substitute for professional judgment in high-consequence, regulated, or safety-critical matters.

5. Email, SMS, Chat, and Other Communications

MyReplyBuddy may process communications sent by or on behalf of a business customer. The business customer is responsible for ensuring it has lawful authority to send those

communications and for honoring valid opt-out, unsubscribe, consent-revocation, and Do Not Call requests.

Recipients may be able to opt out of SMS by replying STOP where supported and may unsubscribe from commercial email through the method provided in the message. Message and data rates may apply.

6. Voice Calls, Recording, and Transcription

Where enabled, MyReplyBuddy may process inbound or outbound calls, recordings, transcripts, summaries, and call metadata. Laws governing recording and transcription vary by jurisdiction. The business customer is responsible for determining when notice, consent, or other legal requirements apply and for configuring its use accordingly.

7. Connected Services and Integrations

Customers may connect MyReplyBuddy to CRM, email, calendars, telephone services, AI providers, automation tools, websites, forms, payment systems, data providers, or other third-party platforms. Information may be exchanged with those services as necessary to perform requested functions.

Independent third parties process information under their own terms and privacy practices. Customers should review the terms and privacy practices of the services they connect.

8. How We Disclose Information

We may disclose information to:

- Hosting, cloud, CRM, AI, telecommunications, SMS, voice, email, payment, analytics, security, automation, scheduling, support, and other service providers.
- Professional advisors such as legal counsel, accountants, auditors, insurers, and consultants.
- Third parties designated or authorized by the customer through integrations or workflow configurations.
- Government authorities, regulators, courts, or other parties when required by law or reasonably necessary to protect rights, security, safety, or property.
- A purchaser, successor, investor, lender, or other party involved in a merger, financing, acquisition, restructuring, sale, or transfer of business assets.

9. Sale or Sharing of Personal Information

We do not sell Customer Data for money in the ordinary meaning of the word "sell." Certain website analytics or advertising technologies used on public-facing MyReplyBuddy websites may be treated as a sale, sharing, targeted advertising, or similar activity under some state privacy laws. Where applicable, we will provide or honor legally required choices.

10. Data Ownership

As between MyReplyBuddy and the business customer, the customer retains ownership of Customer Data. MyReplyBuddy receives only the rights reasonably necessary to host, process,

transmit, store, analyze, and otherwise use Customer Data to provide, support, secure, and improve the contracted service as permitted by the applicable agreement and law.

11. Data Retention

We retain information for as long as reasonably necessary to provide the service, maintain accounts, satisfy contractual and legal requirements, resolve disputes, prevent fraud and abuse, maintain security, and support legitimate business needs.

Retention may vary by data type, subscription status, customer configuration, technical architecture, applicable law, and connected third-party systems. Customers should maintain their own records when long-term retention is required for business or legal purposes.

12. Data Security

We use commercially reasonable administrative, technical, and organizational safeguards intended to protect information under our control. No internet-based platform or storage system can guarantee absolute security.

Customers are responsible for protecting credentials, limiting authorized users, maintaining accurate permissions, and promptly notifying us of suspected unauthorized access.

13. Privacy Rights

Depending on applicable law, individuals may have rights to request access, correction, deletion, portability, or other treatment of personal information. Where MyReplyBuddy processes information solely on behalf of a business customer, a request concerning that Customer Data may need to be directed to the applicable customer.

Privacy requests relating directly to MyReplyBuddy may be submitted to Support@MLMediaConsultants.com. We may verify identity and authority before completing a request.

14. Cookies and Website Analytics

Our public websites may use cookies, analytics, pixels, and similar technologies to operate the website, understand usage, measure marketing performance, prevent fraud, and improve the service. Browser settings may allow you to restrict cookies, although some functionality may be affected.

15. Children

MyReplyBuddy is a business service and is not directed to children under 13. We do not knowingly offer general MyReplyBuddy accounts directly to children under 13. Customers should not intentionally use the service to collect children's information in a manner that violates applicable law.

16. International Data Transfers

Information may be processed in the United States and other locations in which MyReplyBuddy or its service providers operate. Customers and users outside the United States are responsible for determining whether their use of the service requires additional transfer mechanisms, notices, agreements, or safeguards.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The revised version will be posted with an updated effective date. Material changes may be communicated through the service, website, email, or another reasonable method when appropriate.

CONTACT

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