

Privacy Policy for REV5

Last updated: DEC 2025

This Privacy Policy outlines how REVY5 ("the Software," "we," "our") collects, uses, and shares personal information from users who use our platform. REVY5 is a software designed to help local businesses enhance their online reputation through various features such as review aggregation, automated review responses, review request campaigns, analytics, and process automation. We are committed to complying with all applicable data protection laws, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

1. Personal Data We Collect

We collect the following types of personal data from our users:

- **Identifying and contact information:** Name, email address, IP address, phone number, login credentials.
- **Platform usage data:** Information about reviews, responses sent via the platform, interactions with the review widget, performance and reputation analytics.
- **Data collected through automations and review request campaigns:** Data from end-users (customers of local businesses), including names, email addresses, private feedback, public reviews, video testimonials, and information submitted via landing pages.
- **Browsing data:** IP address, platform usage details (including cookies and similar tracking technologies).
- **Data processed through artificial intelligence (AI):** AI is used to generate automated responses to reviews. The data processed includes the content of the reviews and any responses generated via our platform.

2. Purposes of Data Processing

We collect and process personal data for the following purposes:

- **Review aggregation:** We collect reviews from multiple platforms (Google, Facebook, etc.) and display them in a unified interface on the platform.
- **Automated AI responses:** Reviews may be responded to automatically using AI, which generates responses based on the content of the reviews and pre-set parameters.
- **Review request campaigns:** We send email campaigns to end-users (customers of local businesses) to encourage them to leave reviews or submit private feedback and video testimonials via a landing page.
- **Review sharing:** We share the collected reviews on users' websites via widgets and on social media platforms by generating images based on the written reviews.

- **Analytics and reporting:** We provide analytics tools that allow users to monitor their reputation and the performance of review request campaigns.
- **Process automation:** We automate the sending of review requests through pre-configured workflows that users can set up.

3. Legal Basis for Data Processing

Under the GDPR, we process users' personal data based on the following legal grounds:

- **Consent:** For sending email campaigns and using AI for automated review responses.
- **Performance of a contract:** To provide the services offered by REVY5 as requested by users.
- **Legal obligation:** When we are required to comply with legal obligations.
- **Legitimate interests:** To improve our services, protect platform security, and monitor the effectiveness of platform features.

4. User Rights (GDPR and CCPA)

Users of REVY5 have specific rights regarding their personal data, including:

- **Right of access:** Users have the right to request information about the personal data we hold about them.
- **Right to rectification:** Users can request the correction of inaccurate or incomplete personal data.
- **Right to erasure (right to be forgotten):** Users can request the deletion of their personal data.
- **Right to restrict processing:** Users can request to limit the processing of their personal data in certain cases.
- **Right to data portability:** Users have the right to receive a copy of their data in a structured, commonly used, machine-readable format.
- **Right to object:** Users can object to the processing of their personal data in certain circumstances.

Under the CCPA, California residents have additional rights, including:

- **Right to know:** California consumers can request details about the categories and specific personal data collected, the purposes for processing, and any third parties with whom data is shared.
- **Right to opt-out:** Consumers can opt-out of the sale of their personal data.
- **Right to non-discrimination:** Users will not be discriminated against for exercising their rights under the CCPA.

5. Data Sharing

We only share users' personal data in the following circumstances:

- **Service providers:** We share data with third-party service providers who assist us in delivering the services (e.g., hosting, email delivery, analytics tools).
- **Third-party integrations:** REVY5 integrates with third-party platforms (e.g., Google, Facebook) to collect and display reviews, as well as social media networks for sharing reviews.
- **Legal obligations:** We may share personal data when required to comply with legal obligations or to protect the rights and safety of our users or the public.

6. Data Security

We implement appropriate technical and organizational measures to protect users' personal data from unauthorized access, alteration, disclosure, or destruction. However, no system is completely secure, and we cannot guarantee absolute security of the data.

7. Data Retention

We retain users' personal data only for as long as necessary to fulfill the purposes for which it was collected or to comply with applicable legal requirements.

8. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Any significant changes will be communicated to users through the platform or via email.

9. Contact Information

For questions or requests regarding this Privacy Policy or the processing of personal data, users can contact us at: info@myrevy5.com.