



QR Buddy Privacy Policy

Last Updated: May 11, 2026

QR Buddy (a product of ThirdShift Technologies, Inc) respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect information when you use QR Buddy through our website, mobile applications, QR-code technology, or other related Services (collectively, the “Services”). This Policy is incorporated into and should be read in conjunction with our Terms of Use.

By accessing or using QR Buddy, you consent to the practices described in this Privacy Policy. If you do not agree, please discontinue use of our Services.

1. Information We Collect

1.1 From End-Users (Consumers who scan a QR Buddy code):

- **Personal Information:** Name, email, phone number, or other details you provide when you claim a free QR Buddy or request product information.
- **Usage Information:** QR codes you scan, products or services you show interest in, your interactions with QR Buddy features (e.g., saving product details, AI chat responses).
- **Device Information:** Browser type, device type, operating system, IP address, and other technical attributes for security and optimization.

1.2 From Customers (Businesses purchasing leads):

- **Business Information:** Company name, company location, representative’s name, email, phone, billing details for account setup and payment processing.
- **Transaction Records:** Lead purchases, payment history, communication preferences.

2. How We Use Your Information

We use collected information to:

- Provide, operate and maintain the QR Buddy Services.
- Deliver requested product details and AI-powered assistance to Users.

- Redirect User leads to Customers who purchased subscription based services or lead packs.
- Process payments and manage Customer accounts.
- Improve and personalize the Services, including AI recommendations.
- Communicate updates, promotions, service-related notices and marketing offers (note: see Section 5 for communication consent and opt-out).
- Comply with legal obligations and enforce our Terms of Use.

3. How We Share Information

We may share your information as follows:

- **With Customers:** When a User scans a QR Buddy code, their lead information is delivered to the Customer who purchased the subscription service or lead pack associated with that code.
- **With Service Providers:** Data may be shared with third-party vendors (e.g., hosting providers, payment processors, analytics services) who assist in delivering QR Buddy.
- **For Legal Purposes:** If required by law, regulation or legal process, or to protect the safety, rights, or property of ThirdShift Technologies, Inc, our users or others.
- **In Business Transfers:** In the event of a merger, acquisition or sale of assets, your information may be transferred as part of the transaction.
We do **not** sell User or Customer information to third parties for independent marketing purposes.

4. Cookies and Tracking Technologies

QR Buddy may use cookies, web beacons and similar technologies to:

- Recognize returning visitors.
- Analyze site traffic and usage patterns.
- Improve user experience and personalize content.
You can control cookies through your browser settings, but disabling them may limit site functionality.

5. Communications Consent & Opt-Out

By using our Services, you consent to receive from us:

- **Operational messages** (e.g., account notices, security alerts, feature updates) via email or SMS.
- **Marketing messages** (including offers and information exclusive to QR Buddy users) via email or SMS.
Message frequency may vary; **message and data rates may apply**. You are not required to consent to marketing messages as a condition of using the Services.
- **Email Opt-Out:** Marketing emails will include an “Unsubscribe” link; we will reliably honor unsubscribe requests within a commercially reasonable timeframe (typically within 10 business days).
- **SMS/MMS Opt-Out:** You may reply “STOP” to any marketing message to opt out, or “HELP” for help; we will respect your request and maintain internal do-not-contact lists.
- **Consent & compliance:** We obtain appropriate consent before sending marketing texts, maintain records of consent, and comply with applicable laws including TCPA, CTIA & CAN-SPAM.

6. Data Retention & Deletion

- **User (Consumer) Data:** We retain your lead information for as long as necessary to deliver it to the purchasing Customer and to comply with applicable laws.
- **Customer (Business) Data:** Business and billing information is retained while your account is active and as required for legal, tax and accounting purposes.
- **Account Deletion / Data De-Identification:** You may delete your account at any time (see Section 8 of our Terms of Use). Upon request, we will delete or irreversibly de-identify your personal identifiers (such as name, email address and phone number) from our active systems within a commercially reasonable period. However, we may retain non-personal or aggregated analyses derived from your usage (such as QR scans and product interest data) for legitimate business purposes.
- **Legal/Operational Exceptions:** We may retain limited information where required by law or for security, fraud prevention, backups, transaction integrity or compliance.
- **Backups & archival:** Backups may persist for a limited duration and are purged pursuant to our internal schedule.

7. Data Security

We implement reasonable technical and organizational safeguards to protect your data from loss, misuse, unauthorized access, disclosure or alteration. However, no method of transmission over the Internet or storage is entirely secure; accordingly, we cannot guarantee absolute security.

8. Children’s Privacy

The Services are not intended for children under 18. We do not knowingly collect information from minors. If we learn that a child under 18 has provided personal information, we will delete it in accordance with this policy.

9. Your Privacy Rights

Depending on your location, you may have rights under laws such as GDPR, CCPA or CPRA:

- The right to access the information we hold about you.
- The right to request correction or deletion of your data.
- The right to opt-out of certain processing activities.
- The right to withdraw consent at any time.
To exercise these rights, contact us at: support@qrbuddy.ai

10. Third-Party Links and Services

QR Buddy may link to third-party websites or services. We are not responsible for the privacy practices of such third parties. Please review their policies before sharing personal information.

11. Changes to this Policy

We may update this Privacy Policy periodically. Changes will be posted here with an updated “Last Updated” date. Your continued use of the Services after changes are posted constitutes acceptance of the updated policy.

12. Cross-Reference to Terms of Use

These Privacy Policy terms are incorporated into our Terms of Use. By using the Services you also agree to the Terms of Use (see our website for the full Terms). In the event of a conflict between the Terms of Use and this Privacy Policy, the terms providing greater protection to you shall prevail.

13. Contact Us

For questions about this Privacy Policy or how your data is handled, please contact us at: support@qrbuddy.ai