

PRIVACY POLICY

REGROUP, Inc.

Effective Date: July 1, 2026 | Last Updated: July 1, 2026

1. Introduction

This Privacy Policy explains how REGROUP, Inc. (“REGROUP,” “we,” “our,” or “us”) collects, uses, and shares information about you, and the choices you have. It applies to regroup.us and any other online location that links to this Privacy Policy (the “Service”).

This Policy describes our practices when we act as a business (a “controller”) for the information we collect through the Service, our own marketing, and our hiring. When we handle personal information on behalf of our clients in order to provide marketing and advertising services, we act as a service provider (a “processor”). That activity is governed by our agreements with those clients and is summarized in “Information We Handle for Our Clients” below — not by this Policy.

If you have questions or want to exercise a privacy choice, contact us using the details in “Contact Us.”

2. Information We Collect

A. Information you provide

- **Contact Data** — your and/or your employer’s name, email address, postal address, and phone number.
- **Content** — information within messages you send us, such as feedback or questions to our team.
- **Job-Applicant Data** — your employment, education, and professional history, and documents you submit such as a resume or transcript.

You may choose to provide other information we do not request; if you do, you are responsible for that information.

B. Information we collect automatically

When you use the Service, we and our analytics and advertising partners automatically collect:

- **Service-Use Data** — the pages you visit, features you use, emails and ads you view, and your referring and exit pages.
- **Device and Connectivity Data** — device or browser type, operating system, internet service provider, language and regional settings, and identifiers such as IP address.
- **Approximate Location Data** — general location derived from your IP address, such as at the city or postal-code level.

We collect this information using cookies, pixels, log files, and similar technologies. We also use analytics and session-replay tools that record how visitors interact with the site — including pages viewed, clicks, scrolling, and mouse movement — to help us understand and improve usability. The principal analytics and advertising technologies we use are:

| Tool / platform | Purpose |
|-----------------------|---|
| Google Analytics | Website analytics |
| Google Search Console | Search-performance and SEO analytics |
| HubSpot | Marketing, email, and analytics |
| Mouseflow | Site-interaction analytics / session replay (records pages viewed, clicks, scrolling, and mouse movement) |
| Meta Pixel | Advertising and conversion measurement |

Some of these partners may use the information they receive for their own purposes in accordance with their own privacy policies. For information on managing these technologies, see “Your Choices.”

C. Information from other sources

We also obtain information from other sources, including publicly available sources.

3. Information We Handle for Our Clients

REGROUP provides marketing and advertising services and, in doing so, processes personal information at the direction of our clients (“Client Data”). When we handle Client Data, our client generally determines the purposes and means of processing, and we generally act as its service provider or processor. Our handling of Client Data is governed by our agreement with that client, not by this Policy.

If you want to exercise rights regarding information processed on a client’s behalf, please contact that client directly. If you contact us, please identify the client so that we can refer your request and support the client as required by applicable law. We are not responsible for our clients’ own privacy practices, and we encourage you to review their policies.

4. How We Use Information

We use the information described above to:

- operate, manage, and improve the Service and our other websites, products, and services;
- respond to your questions, requests, and job applications, and provide support;
- send administrative messages such as technical notices, security alerts, and policy updates;
- develop and send marketing and advertising about our products, services, and events;
- measure and analyze usage, trends, and the performance of our marketing;
- detect, prevent, and address fraud, security issues, and violations of our policies or the law; and
- comply with our legal obligations, and otherwise as permitted by law or with your consent.

We may use information that does not identify you, including aggregated or de-identified information, for any lawful purpose.

5. How We Share Information

- **Service providers** — companies that perform services for us, such as hosting, analytics, marketing, and technical support, and that are contractually limited to using the information only to perform those services for us.
- **Advertising and analytics partners** — as described in “Information We Collect,” including partners such as Google and Meta, some of which may act independently as to the information they collect.
- **Clients** — in connection with services we perform for them.
- **Business transfers** — in connection with a merger, acquisition, financing, or sale of all or part of our business.
- **Legal and safety** — to comply with law or legal process, respond to lawful requests by public authorities, and protect the rights, property, and safety of REGROUP, our users, and others.
- **With your consent** — at your direction or with your consent.

We may share information that does not identify you, including aggregated or de-identified information, except where prohibited by law.

6. Third-Party Sites and Integrations

The Service may link to or integrate websites, platforms, and services we do not control. Those entities collect and use information under their own policies. We encourage you to review their privacy policies and terms.

7. Your Choices

- **Cookies and similar technologies.** When you visit our website, we display a notice about our use of cookies and similar technologies. You may opt out of non-essential analytics and advertising technologies through our cookie tool on our website; if you opt out, we will disable the relevant tracking technologies. You can also adjust your browser settings to refuse or delete cookies, though parts of the Service may not function properly if you do. Settings apply per browser and per device.
- **Opt-out preference signals.** Where required by applicable law, we honor recognized browser-based opt-out preference signals, such as the Global Privacy Control (GPC).
- **Analytics and Advertising.** We use the analytics and advertising technologies described in “Information We Collect.” Many advertising partners participate in the Digital Advertising Alliance (DAA) and the Network Advertising Initiative (NAI), which offer opt-outs at aboutads.info/choices and networkadvertising.org/choices. You can manage Google’s use of certain data at tools.google.com/dlpage/gaoptout and adssettings.google.com. Opting out applies to the specific browser or device used and does not stop all ad

- **Marketing emails.** You can unsubscribe using the link in any promotional email, or by emailing us with “UNSUBSCRIBE” in the subject line. You cannot opt out of non-promotional messages, such as those about your account or our ongoing business relationship

8. Your Privacy Rights

Depending on where you live, you may have rights under state privacy laws to access, correct, delete, or obtain a copy of your personal information we hold about you. To exercise any right that applies to you, contact us as described in “Contact Us,” or use the opt-out tool described in “Your Choices,” and we will respond as required by any applicable law. We will not discriminate against you for exercising these rights.

California “Shine the Light”

California residents may request, once per calendar year, a list of the categories of personal information we disclosed to third parties for those third parties’ own direct-marketing purposes during the prior year, and the categories of those third parties. To make a request, write to us at the contact details below and reference “California Shine the Light.” We may need to verify your identity before responding.

If your request concerns information we processed on a client’s behalf, please see “Information We Handle for Our Clients” above.

9. Children

The Service is intended for a general audience and is not directed to children under 13. We do not knowingly collect personal information from children under 13 in violation of the Children’s Online Privacy Protection Act (COPPA). If you believe a child has provided us information, please contact us and we will take appropriate steps to delete it.

10. Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect information against loss, misuse, and unauthorized access, disclosure, alteration, and destruction. No method of transmission or storage is completely secure, however, and we cannot guarantee absolute security.

11. Data Retention

We retain personal information for as long as needed for the purposes described in this Policy — for example, to maintain our customer and marketing relationships, support recruiting, and operate the Service — and afterward as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. You can ask us to stop marketing to you, or to delete your information, as described above.

12. North America Based Service

The Service is intended for users in the United States, Canada, and Mexico. REGROUP is based in the United States, and we process information in the United States. We do not direct the Service to, or aim to attract, users in the European Union, the UK, or Switzerland, and the Service is not intended for use by individuals located there. If you are located in the European Union, the UK, or Switzerland, please do not use the Service or provide personal information through it.

13. Changes to This Policy

We may update this Policy from time to time. Changes are effective when posted, and we will update the “Last Updated” date above. If the changes are material, we may provide additional notice.

14. Contact Us

If you have questions or comments about this Policy, our data practices, or to make a privacy request, contact us:

By email: PrivacyRequests@regroup.us

By mail: REGROUP, Inc., 213 W. Liberty, Suite 100, Ann Arbor, MI 48104