

RidenRoll SMS Privacy Policy

Effective Date: April 8, 2026

Introduction

At **RideIn Technologies Inc. (RidenRoll)**, protecting your privacy is our priority. This SMS Privacy Policy explains how we collect, use, and safeguard your information when you opt into our SMS messaging program.

By enrolling in our SMS program, you agree to this Privacy Policy, which complies with applicable U.S. laws including the Telephone Consumer Protection Act (TCPA), FCC regulations, Campaign Registry requirements, and CTIA Best Practices.

1. Information We Collect

We may collect the following information when you opt in to receive SMS messages:

- **Phone Number:** The mobile number you provide
- **Message Interaction Data:** Delivery status, responses (e.g., STOP, HELP), and engagement activity
- **Consent Records:** Timestamp, IP address, and method of opt-in (e.g., website form, onboarding process)

2. How We Use Your Information

We use your information to:

- Send SMS messages related to:
 - **Driver Applicants:** application status, onboarding steps, and verification updates
 - **Independent Drivers (Solo Business Drivers):** account notifications, platform alerts, and ride-related updates
 - **Riders:** booking confirmations, ride updates, and promotional messages
- Maintain compliance with applicable laws and regulations
- Improve communication and service performance

3. One-to-One Consent Requirement

Your SMS opt-in consent applies **only to RideIn Technologies Inc. (RidenRoll)**.

- We do **not share, sell, rent, or transfer your consent** to any third parties or affiliates for marketing purposes
- You will only receive messages from RidenRoll based on your direct consent

4. Message Frequency & Data Rates

- Message frequency may vary but will typically **not exceed 3–5 messages per day**
- Additional messages may be sent for important service or account-related updates
- Message and data rates may apply based on your mobile carrier plan

5. Opt-Out & HELP Instructions

You can manage your SMS preferences at any time:

- Reply **STOP** to unsubscribe from SMS messages
- Reply **HELP** for assistance

After opting out, you will receive a confirmation message and will no longer receive SMS communications unless you opt back in.

6. Data Sharing & Disclosure

- We **do not sell your personal information**
- We may share information only with:
 - SMS service providers and mobile carriers for message delivery
 - Regulatory or legal authorities if required by law

All data sharing is strictly limited to operational and compliance purposes.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information.

However, no system is completely secure, and we cannot guarantee absolute security.

8. Record Keeping & Proof of Consent

To comply with legal requirements, we maintain detailed records of:

- Opt-in consent (including time, method, and source)
- Opt-out requests
- Messaging activity

These records are used for compliance, auditing, and dispute resolution.

9. Do Not Call (DNC) Compliance

RidenRoll respects the National Do Not Call Registry and applicable regulations:

- SMS communications are only sent to users who have **expressly opted in**
- We honor all opt-out requests immediately

For more information, visit:

👉 <https://www.donotcall.gov/>

10. Changes to This Policy

We may update this SMS Privacy Policy from time to time.

- Updates will be posted on our website or communicated via SMS when appropriate
- Continued participation in our SMS program constitutes acceptance of the updated policy

11. Contact Information

If you have any questions about this SMS Privacy Policy or wish to update your SMS preferences, please contact us:

RideIn Technologies Inc. (RidenRoll)

✉ Email: support@ridenroll.com

☎ Phone: 415-335-7192

📍 Address: 1160 Battery Street East, San Francisco, California, 94111