

FETCHWAY PRIVACY POLICY

Last Updated: June 30, 2026

This Privacy Policy explains how Fetchway LLC (“Fetchway,” “we,” “us,” or “our”) collects, uses, discloses, and protects information in connection with the Fetchway platform (the “Service”). Fetchway is a Wyoming, United States limited liability company with its registered address at 30 N Gould St Ste R, Sheridan, WY 82801, United States.

Fetchway is a business-to-business (“B2B”) software-as-a-service platform that enables appointment-based businesses (“Businesses,” “you,” or “your”) to connect a WhatsApp Business account to the Fetchway dashboard in order to manage services, staff, resources, branches, availability, and appointments, and to communicate with their own customers (“End-Customers”) through WhatsApp. Fetchway is not an artificial intelligence product. All automation performed by the Service is rule-based and deterministic, operating according to configuration choices made by the Business.

Please read this Privacy Policy carefully. By accessing or using the Service, you agree to the collection and use of information described here. If you do not agree, please do not use the Service.

1. Scope of This Policy

This Policy applies to Businesses that register for a Fetchway account and to individuals who access the Service on a Business’s behalf (e.g., staff members). It also describes, at a general level, how End-Customer personal data is processed through the Service on behalf of Businesses.

End-Customers do not have a direct contractual or account relationship with Fetchway. End-Customers interact with a Business through WhatsApp, and the Business is responsible for its own relationship with, and legal obligations to, its End-Customers, including obtaining any necessary consents and providing its own privacy notices. Where this Policy describes Fetchway’s processing of End-Customer data, Fetchway acts as a service provider/data processor on behalf of the Business, as described in Section 9 below.

2. Information We Collect

2.1 Business Account Data

When a Business registers for and uses the Service, we may collect:

- Business name, email address, phone number, and address (if provided)
- Branch information
- Staff names, email addresses, and phone numbers (if provided)
- Services, resources, availability settings, and appointment/booking configuration
- Business preferences and other account configuration data

We do not currently require a tax identification number or business registration number, although we may request this information in the future for billing, regulatory, or fraud-prevention purposes.

2.2 Meta / WhatsApp Integration Data

When a Business connects its WhatsApp Business Account to Fetchway using Meta's Embedded Signup flow, we may receive and securely store information necessary to operate the integration, including:

- WhatsApp Business Account (WABA) ID
- Phone Number ID and display phone number
- Business display name and business profile information
- Access tokens required to communicate with the WhatsApp Business Platform
- Other metadata provided by Meta that is necessary for platform functionality

This information is used solely to establish, maintain, and operate the WhatsApp Business integration on behalf of the Business.

2.3 End-Customer Data

Businesses may use the Service to store information about their own customers, including:

- Name and phone number
- Appointment history, services booked, appointment dates and times
- Branch selected and staff or resource assigned
- Internal notes entered by the Business
- Booking status and history

Some of this information may originate from WhatsApp conversations initiated by the End-Customer; other information may be entered or edited manually by the Business through the Fetchway dashboard. The Business is solely responsible for ensuring it has an appropriate legal basis to collect and process its End-Customers' personal information, and for providing any required notices or obtaining any required consents.

2.4 WhatsApp Conversation Content

Fetchway processes WhatsApp messages as necessary to facilitate booking conversations and automate customer interactions. Where required for platform functionality, Fetchway may temporarily process and store conversation content (including messages exchanged between a Business and its End-Customers) in order to process booking requests, confirm appointments, handle cancellations and rescheduling, maintain conversation history within the platform, and provide related support and operational functionality. Structured booking information generated from these conversations (e.g., appointment date, service, and status) is also stored as part of the End-Customer's appointment record.

2.5 Technical and Usage Data

We may automatically collect technical information necessary to operate, secure, and improve the Service, including IP addresses, browser type, device and operating system information, log files, authentication events, platform usage information, error logs, and security event data.

2.6 Cookies and Similar Technologies

We use cookies and similar technologies on our website and dashboard, which may include essential authentication and session-management cookies, security cookies, performance-

monitoring cookies, and, where applicable, analytics cookies. Our use of cookies may expand as additional platform functionality is introduced. Where required by applicable law, we will obtain consent before placing non-essential cookies.

2.7 Analytics

We may use third-party analytics and monitoring tools to understand platform performance, improve user experience, diagnose errors, and monitor system health. The specific providers we use may change over time as the Service evolves.

3. How We Use Information

We use the information described above to:

- Provide, operate, and maintain the Service, including the WhatsApp integration and booking functionality
- Process and manage Business accounts, subscriptions, and billing
- Send service-related communications, including booking confirmations, appointment reminders, and booking updates on behalf of Businesses
- Provide customer support and respond to inquiries
- Maintain the security, integrity, and reliability of the Service, including fraud prevention and abuse detection
- Diagnose technical issues and improve platform functionality and performance
- Generate aggregated or anonymized analytics, statistical analysis, and industry benchmarking
- Comply with applicable legal obligations and enforce our Terms & Conditions

Fetchway is not an artificial intelligence platform. The Service does not use end-customer or business data to power automated decision-making that produces legal or similarly significant effects. Booking confirmations, reminders, cancellations, rescheduling, and availability calculations are performed through deterministic, rule-based automation configured by the Business.

We do not sell identifiable personal information to third parties. Where we use data for product improvement, analytics, or benchmarking, we do so on an aggregated or anonymized basis wherever reasonably possible, such that the information does not identify an individual Business or End-Customer.

4. How We Share Information

We may share information with the following categories of recipients:

- **Meta / WhatsApp Business Platform:** to operate the WhatsApp integration that the Business has connected, including sending and receiving messages and managing the WhatsApp Business Account.
- **Service providers and sub-processors:** vendors that perform services on our behalf, such as hosting and infrastructure, database hosting, content delivery, transactional email delivery, authentication, file and image storage, error logging and monitoring,

analytics, and payment processing. These providers are authorized to use information only as necessary to provide services to Fetchway.

- **Payment processors:** to process subscription payments, as described in Section 6 below.
- **Legal and regulatory authorities:** where required to comply with applicable law, legal process, or governmental request, or to protect the rights, property, or safety of Fetchway, our users, or others.
- **Business transfers:** in connection with a merger, acquisition, financing, reorganization, or sale of assets, subject to standard confidentiality protections.

Our current categories of service providers include, among others, cloud hosting and content delivery infrastructure, database hosting, transactional email delivery, and the WhatsApp Business Platform. We may add, change, or remove service providers and sub-processors from time to time as the Service evolves; this Policy is intended to describe our practices generally, and specific vendor names may change without requiring an amendment to this Policy.

5. Cookies

Cookies and similar technologies are used as described in Section 2.6 above. You may be able to control cookies through your browser settings; however, disabling certain cookies may affect the functionality of the Service.

6. Payments and Billing

Subscription payments are currently processed through Stripe, and, during the initial launch phase, may also be collected through bank transfers or Stripe Payment Links. We do not directly store or process payment card information; all payment card data is collected, processed, and tokenized by our payment processor in accordance with applicable PCI-DSS requirements. As the Service expands into additional markets, we may engage additional regional payment processors.

New subscriptions may qualify for a 14-day money-back guarantee, subject to reasonable platform usage; duplicate or accidental charges will be refunded; and other refund requests are reviewed on a case-by-case basis. Refunds are generally not available for partial subscription periods that have already been substantially used. Full details are set out in our Terms & Conditions.

7. Data Retention

While a Business maintains an active account, we retain account, customer, appointment, booking, and operational data to provide the Service and preserve historical business records. Businesses may retain appointment history indefinitely while their account remains active.

Following cancellation or a request for account deletion, data is retained for approximately 30 days before permanent deletion. This grace period allows a Business to reactivate its account or reverse an accidental cancellation or deletion request. After this period, data is permanently deleted from production systems, subject to the backup retention practices described in Section 8.

8. Data Security

We use industry-standard security measures designed to protect information, including encryption of data in transit using HTTPS/TLS, and encryption of data at rest where supported by the underlying infrastructure and storage providers. Access to Business and End-Customer data is restricted to authorized personnel — currently company founders, the platform’s lead developer/co-founder, and authorized support personnel — for legitimate business purposes only.

We maintain procedures for responding to security incidents. Where required by applicable law, we will notify affected Businesses and relevant regulatory authorities of a data breach within the timeframes required by law.

We maintain backups as part of our operational and disaster-recovery processes. Backup retention periods may vary based on operational requirements and infrastructure provider policies. Where technically feasible, deleted data will expire from backup systems in accordance with those retention schedules.

No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Our Role as Data Controller and Data Processor

With respect to Business account data (such as account registration, subscription and billing information, platform administration, and business contact information), Fetchway acts as the data controller and determines the purposes and means of processing such data.

With respect to End-Customer data that a Business collects, stores, and manages through the Service (such as appointment, contact, and booking-history information), Fetchway acts as a data processor / service provider, processing such data solely on behalf of, and under the instructions of, the Business. The Business acts as the data controller for this information and remains responsible for determining the purposes and lawful basis for collecting and processing its End-Customers’ personal information, and for complying with its own obligations under applicable data protection law.

We intend to make a Data Processing Agreement (“DPA”) available to Business customers as the Service expands internationally and where required by applicable law, setting out the respective responsibilities of Fetchway as processor and the Business as controller.

10. International Data Transfers

Fetchway’s infrastructure is currently hosted in the United States (Virginia region). As a result, information may be transferred to, stored, and processed in the United States regardless of the country in which a Business or its End-Customers are located. As the Service expands, we may introduce additional regional infrastructure where appropriate.

Fetchway intends to comply with applicable data protection and privacy laws in the jurisdictions where it operates, including, where applicable, the United Arab Emirates Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data. As Fetchway expands into additional markets — including the European Union, the United Kingdom, India, Brazil, and other regions — our practices and documentation, including appropriate cross-border transfer mechanisms, will evolve to meet applicable regulatory requirements. Businesses operating in jurisdictions with

specific data localization or transfer requirements are responsible for assessing whether use of the Service is appropriate for their compliance obligations.

11. Your Rights and Choices

Depending on the jurisdiction in which a Business or End-Customer is located, applicable law may provide rights such as the right to access, correct, delete, or restrict the processing of personal data, the right to data portability, and the right to object to certain processing.

Businesses may exercise these rights with respect to their own account information by contacting us at privacy@fetchway.io, or by using available account settings within the dashboard.

End-Customers who wish to exercise rights over their personal data should contact the Business they interacted with directly, as the Business is the data controller for that information. Where a Business is unable to fulfill such a request through the Service, Fetchway will provide reasonable assistance to the Business to enable it to respond, consistent with our role as a data processor.

Account deletion requests are subject to a 30-day retention period as described in Section 7, during which a deletion request may be cancelled by the Business.

12. Children's Privacy

The Service is intended for use by businesses and their authorized personnel. Account holders must be at least 18 years of age, or the age of legal majority in their jurisdiction. Fetchway does not knowingly collect personal information directly from children, and the Service is not directed to children.

13. Changes to This Policy

We may update this Privacy Policy from time to time, including to reflect changes in our practices, the Service, or applicable law. We will update the "Last Updated" date above when we make changes. Material changes will be communicated through the Service or by email where appropriate. Continued use of the Service after changes take effect constitutes acceptance of the updated Policy.

14. Contact Us

If you have questions about this Privacy Policy or our data practices, please contact us at:

Fetchway LLC

30 N Gould St Ste R, Sheridan, WY 82801, United States

Privacy inquiries: privacy@fetchway.io

General support: support@fetchway.io