

# CATAPULT Cognition® SMS Alerts

## Terms and Conditions

### 1. Overview

These Terms and Conditions (“Terms”) govern the use of Short Message Service (“SMS”) alerts provided through CATAPULT Cognition® by ECR Software Corporation (“ECRS”). The SMS functionality is designed solely to deliver informational system notifications to authorized users.

### 2. Definitions

- **SMS Messaging:** Text-based communications transmitted via mobile networks through CATAPULT Cognition.
- **Service:** The SMS alert functionality used to deliver system-generated notifications.

### 3. Nature of Service

- SMS alerts are **strictly informational and non-marketing in nature**.
- Messages are generated based on system events, configurations, or operational triggers, configured by each retailer.
- SMS alerts are **optional** and may be enabled or disabled by the user or administrator.

### 4. Message Frequency

Message frequency will vary depending on system activity, user configuration, and operational conditions.

### 5. Fees and Charges

- **Message and data rates may apply** based on the user’s mobile carrier plan.
- ECRS may charge additional fees for use of this functionality.



## 6. User Controls and Opt-Out

- Users may **opt out** of SMS alerts at any time by replying **“STOP.”**
- Users may request assistance by replying **“HELP.”**

## 7. Data Handling

All personal and mobile data processed in connection with CATAPULT Cognition SMS alerts is governed by the Privacy Policy.

## 8. Governing Agreements

These Terms are supplemental to and governed by:

- The **ECRS Master System Purchase & Licensing Agreement (MSPLA)**
- The **CATAPULT Cognition Service Agreement**

# CATAPULT Cognition® SMS Alerts

## Privacy Policy

### 1. Scope

This Privacy Policy applies to the collection and use of phone numbers and related data for SMS messaging within CATAPULT Cognition.

### 2. Information Collected

ECRS may collect:

- Mobile phone numbers
- Associated user or account identifiers
- Message interaction data (e.g., delivery status, opt-in/opt-out status)



Phone numbers are collected **solely for the purpose of sending informational system alerts.**

### 3. Use of Information

Collected information is used exclusively to:

- Deliver system alerts and notifications
- Manage subscription preferences (opt-in/opt-out)
- Ensure proper operation and security of the SMS service

### 4. Information Sharing

- Personal and mobile information may be shared with **service provider(s)** strictly as necessary to operate the SMS service.
- Service providers are restricted from using such data for any other purpose.

### 5. No Marketing Use

- Personal or mobile information **will not be used for marketing or promotional purposes.**
- SMS alerts sent through the Service do not contain advertising or promotional content.

### 6. Data Security

ECRS implements appropriate administrative, technical, and organizational safeguards to protect personal information against unauthorized access, disclosure, or misuse.

### 7. Data Retention

Phone numbers and related data are retained only for as long as necessary to:

- Provide the SMS alert service
- Comply with legal or contractual obligations
- Support system logging and audit requirements

### 8. User Rights

Users may:

- Opt out of SMS communications at any time (STOP)
- Request assistance (HELP)



- Contact their organization's administrator or ECRS for questions regarding data usage

## 9. Changes to This Policy

ECRS may update this Privacy Policy from time to time. Continued use of SMS alerts after updates constitutes acceptance of the revised policy.

## 10. Governing Agreements

These Terms are supplemental to and governed by:

- The **ECRS Master System Purchase & Licensing Agreement (MSPLA)**
- The **CATAPULT Cognition Service Agreement**