JMI AGENCY

Jayden Malone Integrated, LLC

Privacy Policy

How JMI Agency Collects, Uses, and Protects Your Information

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JMI Agency (Jayden Malone Integrated, LLC, “Company,” “we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit jmiagencyllc.com (the “Website”), submit an intake form, kickoff form, or installation form, book a JMI Fit Call, purchase a build or an Industry Snapshot, communicate with us by phone, text, email, or chat, or otherwise use our Services.

1. Information We Collect

We may collect the following categories of information:

Personal Information

Your name, email address, phone number, business name, billing details, and any information you voluntarily provide through our intake form, Fit Call booking, kickoff and installation forms, or checkout process, including details about your business operations, current marketing tools, revenue range, lead volume, and goals.

Business Registration Information

To set up your system and register your business for text messaging, we collect your legal business name, business type, Employer Identification Number (EIN) or sole proprietor details, business address, website, privacy policy link, main business phone number and phone carrier, business hours, and the mobile number where you want to receive alerts. We do not request Social Security numbers.

Financial Information

Payments are processed through third-party payment providers (such as Stripe), by card or, where offered, by bank transfer (ACH). JMI Agency does not store full payment card or bank account details on its own servers. Your payment information is subject to the privacy practices of the applicable payment processor.

Call, Text & Email Records

When you call, text, or email us, or when you use a system we operate, we receive records of those communications, such as phone numbers, call times and durations, missed-call logs, message content, and form submissions.

Client Business Data

As part of delivering our Services, we may receive access to your business systems, including CRM data, contact lists, advertising account access, and related business information necessary to build and maintain your marketing automation system.

Your Customers' Information

Systems we build or install may collect information about your own customers and leads. How we handle that information is described in Section 4.

Usage Data

Information about how you interact with our Website, including IP address, browser type, device information, pages visited, time spent on pages, and referral source.

Cookies & Tracking Technologies

We use cookies, pixels, and similar tracking technologies, including the Meta (Facebook) Pixel, to enhance user experience, measure marketing performance, and gather analytics.

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2. How We Use Your Information

We use the information we collect to:

- Provide, deliver, and improve our Services, including building, installing, and maintaining your marketing automation system
- Register your business with mobile carriers so your system can send text messages
- Process transactions, payment plans, and billing
- Evaluate your intake form responses to recommend an appropriate scope and price, including through AI-assisted analysis as described in Section 5
- Communicate with you about your inquiry, Fit Call, build, installation, or active engagement, and deliver walkthrough videos
- Send marketing communications, with opt-out options available at all times
- Comply with applicable legal obligations

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3. Data Sharing & Third-Party Services

We do not sell your personal information. We may share information with:

- **Service Providers:** companies that support our operations, including website and CRM hosting, payment processing, scheduling, phone, email and SMS delivery, AI service providers, and analytics platforms (such as Google Analytics and Meta Pixel)
- **Mobile Carriers & Messaging Registry:** your business registration information, sample messages, and privacy policy link are submitted to mobile carriers and the industry registry they use, solely to register your business for text messaging
- **Legal Authorities:** when required by law, regulation, subpoena, or other valid legal process
- **Business Transfers:** in the event of a merger, acquisition, reorganization, or sale of business assets
- **Subcontractors:** individuals or companies assisting JMI Agency in delivering Services, bound by confidentiality obligations consistent with this Policy

> *Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Information may be shared with subcontractors solely to support service delivery, such as customer service. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.*

JMI Agency does not use unauthorized web scraping, data harvesting, or automated extraction tools to collect information about you or your business from third-party websites, platforms, or systems. Information described in this Policy is collected directly from you or through authorized, permission-based integrations you expressly grant us access to.

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4. Information We Process on Behalf of Our Clients

When we build or install a system for a client, that system may collect information about the client's own customers and leads, such as names, phone numbers, email addresses, addresses, service requests, call logs, text and email conversations, and review requests (“End-Customer Data”).

- We process End-Customer Data only on our client's behalf and only to operate, support, and maintain that client's system
- We do not sell End-Customer Data or use it to market JMI Agency's own services
- Our client is the business responsible for that data. Each client is responsible for having permission to contact its customers and for maintaining its own privacy policy
- If you are a customer of one of our clients and have a question or request about your information, please contact that business directly. We will assist our client in responding as needed

4.1 Client-Owned Accounts

Some clients hold their system account directly with the platform provider. In that case, End-Customer Data is stored in the client's own account, the client controls who can access it, and we access it only as an authorized user while we build and support the client's system.

4.2 Health Information

We do not offer HIPAA-compliant hosting, and we do not ask our own prospects or clients for health information. Clients that handle protected health information keep it in their own account with the platform provider. Before we access an account that holds protected health information, we sign a Business Associate Agreement (BAA) with that client, and we use that information only as the agreement allows, to build and support the client's system. Please do not send health information to us by email, text, or our forms.

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5. Artificial Intelligence (AI)

JMI Agency uses AI tools to support how we deliver our Services. We are committed to being clear about when and how AI is used.

How We Use AI

- Analyzing intake form responses to prepare internal recommendations. Recommendations are reviewed and confirmed by a person before they are presented to you
- Drafting portions of marketing copy, automation messages, and documents, which a person reviews before use

- Supporting system design and planning

AI Agents & AI Voices

- If you chat with, text, or call an AI agent operated by JMI Agency, it will identify itself as an automated assistant, and you may ask to be contacted by a person instead
- If an AI voice agent answers your call, the call may be transcribed so your answers can be recorded in our system. You will be told this at the start of the call
- Some walkthrough videos are narrated with an AI-generated voice of JMI Agency's founder, created with his consent

Your Data and AI

- AI processing is performed by reputable third-party AI providers that are contractually or technically restricted from using your data to train their models for unrelated purposes
- We do not use your personal information, business data, or End-Customer Data to train AI models
- We do not use AI to make decisions that produce legal or similarly significant effects about you without human review. Decisions about pricing, scope, and your engagement are made by a person

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6. Phone Calls & Call Recording

Illinois law requires the consent of all parties before a private conversation is recorded. We do not record calls with prospects or clients unless you are told at the start of the call that it is being recorded or transcribed. Systems we build for clients may include call recording or transcription only where the client has configured a disclosure at the start of each call.

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7. Text Messaging

When you provide your mobile number and opt in, JMI Agency may send you text messages about your inquiry, Fit Call, build, installation, account, and services. Message frequency varies. Message and data rates may apply. Reply STOP to opt out at any time, or HELP for help. Consent to receive text messages is not a condition of purchase. See the SMS Terms of Service in our Terms & Conditions for full details.

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8. Your Rights & Choices

Depending on your location, you may have the right to:

- Access, correct, or request deletion of your personal information
- Object to or request restriction of certain processing activities
- Opt out of marketing emails and text messages at any time
- Request a copy of the information we hold about you, free of charge, subject to reasonable limits and verification of identity

To exercise any of these rights, contact us using the information in Section 16. We may need to keep certain information where required by law or for legitimate business records, such as billing and carrier registration records.

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9. Cookies & Tracking

We use cookies for site functionality, analytics, and advertising purposes. You may manage cookie preferences through your browser settings at any time. You may unsubscribe from marketing emails by clicking the unsubscribe link included in any marketing email from JMI Agency.

10. Data Security

We use industry-standard security measures, including encryption and access-controlled platform environments, to protect the information we handle. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

11. Data Retention

We keep personal information, Client Business Data, and End-Customer Data for as long as needed to provide our Services, maintain business records required by law, and resolve disputes.

- When a client cancels the monthly fee that provides access to its system, the client may request an export of its contact data within 30 days of cancelling, as described in our Terms & Conditions. After that period, we are not obligated to retain that data
- For client-owned accounts, the data stays in the client's account, and our access ends when the engagement ends
- Billing, contract, and carrier registration records may be kept longer where required by law or carrier rules
- When information is no longer needed, we delete it or render it unreadable

12. Illinois-Specific Privacy Provisions

JMI Agency is formed and based in the State of Illinois. The following describes how Illinois law applies to your information, in addition to the practices above.

12.1 Personal Information Protection Act (PIPA)

Illinois' Personal Information Protection Act (815 ILCS 530/1 et seq.) requires businesses handling Illinois residents' personal information to maintain reasonable security measures and to provide notice of a qualifying data breach. “Personal information” under PIPA means a name combined with a Social Security number, driver's license or state ID number, financial account number with an access code, medical or health insurance information, biometric data, or online account login credentials. In the event of a breach involving this information, we will notify affected individuals without unreasonable delay and, where applicable, notify the Illinois Attorney General. We also follow PIPA's data disposal requirements.

12.2 Biometric Information Privacy Act (BIPA)

JMI Agency does not collect biometric identifiers or biometric information, as defined under the Illinois Biometric Information Privacy Act (740 ILCS 14/1 et seq.). We do not use fingerprint, facial recognition, voiceprint, or retina/iris scanning technology. Call transcription and AI voice agents are not used to identify individuals by their voice and do not create voiceprints. Should this change, we will update this Policy and obtain the written consent BIPA requires before any such collection.

12.3 Eavesdropping Act

Consistent with the Illinois Eavesdropping Act (720 ILCS 5/14), calls are recorded or transcribed only with notice to all parties, as described in Section 6.

12.4 Comprehensive Consumer Privacy Law (Current Status)

As of the date of this Policy, Illinois has not enacted a comprehensive consumer data privacy law. A bill creating an Illinois Consumer Data Privacy Act passed the Illinois Senate in May 2026 and remains pending in the House. JMI Agency voluntarily extends the rights in Section 8 to all Illinois residents and will update this Policy if such a law is enacted.

12.5 Genetic Information Privacy Act (GIPA)

JMI Agency does not collect, request, or require genetic information, as defined under the Illinois Genetic Information Privacy Act (410 ILCS 513/1 et seq.).

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13. Children's Privacy

Our Website and Services are intended for business owners and are not directed to individuals under the age of 18. We do not knowingly collect personal information from children under 13. If we learn we have collected such information, we will promptly delete it.

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14. International Data Transfers

If you access our Website or Services from outside the United States, your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from those in your jurisdiction. By using our Services, you consent to this transfer.

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15. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices, technology, legal requirements, or other factors. Updates take effect when posted. The “Last Updated” date above reflects the most recent revision.

Third-Party Platform Disclaimer

This Website and JMI Agency's Services are not affiliated with, endorsed by, sponsored by, or officially connected to Meta Platforms, Inc., Facebook, Instagram, Google, or any other third-party platform referenced. All trademarks are the property of their respective owners.

Results Disclaimer

Any examples, case studies, or results referenced on our Website or in our marketing materials represent specific outcomes achieved under specific circumstances. They are not typical and are not a guarantee of similar results for your business. All business involves risk.

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16. Contact Us

If you have questions about this Privacy Policy or want to exercise any of your rights, contact us at:

JMI Agency (Jayden Malone Integrated, LLC)

Email: jmiagency07@gmail.com

Website: jmiagencyllc.com

State of Illinois