

LineBooked Privacy Policy

Packet version: LB-PHASE1-1.0-2026-09-25 **Date line:** 2026-09-25 **Document ID:** LB-PRIV-1.1 (redlines R-1 to R-5 applied per LB-SO-1.0-RESPONSE)

Effective date: September 25, 2026 **Document ID:** LB-PRIV-1.1 (redlines R-1 to R-5 applied per LB-SO-1.0-RESPONSE) **Applies to:** the LineBooked website at linebooked.com (the "Site"), the LineBooked call-answering, booking, and messaging service (the "Service"), and any communication you have with us or with a business that uses our Service.

LineBooked LLC ("LineBooked," "we," "us") is an Indiana limited liability company. We provide an automated phone-answering and appointment-booking service to home-service businesses such as HVAC contractors (each, a "Shop"). This Privacy Policy explains what information we collect, how we use and share it, how long we keep it, and the choices you have. It is written in plain language on purpose. If anything here is unclear, contact us using Section 13.

1. Two kinds of people read this policy

If you called a Shop and reached its automated assistant, received a text from the Shop, or booked a service visit through the assistant, you are a **Caller**. We handle your information **on behalf of the Shop** you called. The Shop is the business you have a relationship with; LineBooked is the technology provider operating the Shop's phone line and messages under the Shop's instructions. Sections 3 through 9 are mostly about you.

If you are a Shop (an owner or employee of a business that uses the Service) or a **visitor to the Site**, we handle your information for our own business purposes as described in Sections 10 and 11.

2. What we do not do

- We do not sell personal information, and we have not sold it in the past.
- We do not use Caller information, call recordings, or transcripts for advertising or marketing of any kind.
- We do not allow our service providers to use call audio, transcripts, or phone numbers to train their models or for any purpose other than providing the Service to us.
- We do not send marketing or promotional text messages.
- **We do not share, sell, or provide your mobile phone number or messaging consent data to third parties or affiliates for marketing or promotional purposes.**

3. Information we collect about Callers

When you call a Shop's number that LineBooked answers, we collect:

- **Your phone number** (from caller ID) and the number you dialed, the date, time, and length of the call, and network information carriers attach to calls (such as call authentication data).
- **A recording and a written transcript of the call.** The assistant tells you at the start of every call that the call is recorded and may be processed by automated systems and our service providers.

- **What you tell the assistant:** typically your name, the service address, a description of the problem, your availability, and whether you agree to receive text messages.
- **Booking details** the assistant creates: the appointment day and arrival window, and any fee you agreed to on the call.
- **Text messages** you send to the Shop's number and the messages we send you on the Shop's behalf, including any STOP, HELP, or other reply.
- **Your consent and opt-out choices:** a record of whether you agreed to receive texts (including the part of the transcript where you said so) and any request you make to stop texts or calls.

We do not ask for and do not want payment card numbers, Social Security numbers, or health information. If you say something like that on a call, it will be in the recording; we delete recordings on the schedule in Section 7 and do not use the information.

4. How we use Caller information

We use Caller information only to provide the Service to the Shop you called:

- To answer your call, understand your request, and book, confirm, reschedule, or cancel a service visit.
- To send you text messages **you agreed to** about that visit, such as a confirmation, an update, or a reminder of a fee you agreed to on the call. See the [LineBooked SMS Program Terms] for how texting works and how to stop.
- To alert the Shop's on-call employee if you describe an emergency, such as a gas smell or a carbon monoxide alarm.
- To let the Shop review what happened on the call, resolve any dispute about what was booked, and improve how the assistant is configured for that Shop.
- To keep the assistant working correctly, detect abuse, and keep the Service secure.
- To keep records that laws about calls, texts, and consumer consent require us to keep, and to respond to complaints, legal requests, and regulators.

We do not build profiles of Callers, and we do not make decisions about you that have legal or similarly significant effects. Booking a service visit is not such a decision.

5. Automated assistant and artificial intelligence

The assistant that answers the Shop's phone is software, not a person, and it tells you so at the start of the call. It uses speech recognition and a language model to understand what you say and respond. If at any point you ask whether you are speaking with a person, it will tell you the truth and offer to have someone from the Shop call you back.

We do not create a "voiceprint" or other biometric identifier of you. We contractually prohibit our service providers from doing so and require each of them to confirm in writing that no step in their processing creates one. Our transcription is used to understand your words, not to identify you by your voice.

6. How we share Caller information

With the Shop you called. The Shop can see your call recording, transcript, booking details, messages, and consent and opt-out records, because the Shop is the business you contacted. The Shop's own privacy practices apply to what it does with that information.

With service providers who help us run the Service. These companies process information only on our instructions and only to provide their service to us. As of the effective date they are:

Provider	What it does for us
Twilio Inc.	Carries phone calls and text messages, provides the phone numbers, and handles STOP/HELP keyword replies
Vapi, Inc. (voice assistant platform)	Runs the real-time automated assistant during the call, including speech-to-text and text-to-speech
Speech-to-text and language-model providers configured through Vapi, Inc. (named on request)	Convert speech to text and generate the assistant's responses
Google LLC (Google Calendar) and, if the Shop uses them, Jobber or Housecall Pro	Store the appointment on the Shop's calendar or field-service system
Our cloud hosting provider	Hosts our application and stores records
Our email service provider	Sends operational email to Shops

We update this table at least 15 days before adding or changing a provider that handles call audio, transcripts, or phone numbers. The current list is also available at linebooked.com/subprocessors.

When the law requires it. We may disclose information to comply with a subpoena, court order, or lawful request; to enforce our agreements; or to protect the rights, property, or safety of a Caller, a Shop, LineBooked, or the public. If you describe an emergency, the assistant may direct you to call 911 and will alert the Shop; we do not contact emergency services on your behalf.

If our business changes hands. If LineBooked is acquired or merges with another company, Caller information may transfer to the successor, which must honor this Policy for information collected under it.

We do not share Caller information with anyone else.

7. How long we keep Caller information

Information	Kept for
Call recordings (audio)	90 days, then deleted, unless a complaint, dispute, or legal hold requires us to keep a specific recording longer
Call transcripts	2 years
Booking details	On our systems, 2 years after the appointment date; the Shop keeps its own appointment records under its own practices
Text-message content	5 years, as part of the message and consent records below

Information	Kept for
Consent records, opt-out requests, and message and call logs	5 years after the last message to your number, because laws governing calls and texts require these records
Records related to a complaint or legal matter	5 years after the matter closes

When a retention period ends, we delete or de-identify the information and require our service providers to do the same.

8. Your choices as a Caller

- **Stop text messages.** Reply STOP to any message, or tell the Shop or the assistant that you do not want texts. See the SMS Program Terms for details. We honor any reasonable request to stop, in any words.
- **Stop automated calls.** Tell the assistant or the Shop that you do not want automated calls to your number. We add your number to the Shop's do-not-contact list immediately and keep it there for at least five years.
- **Object to recording.** If you tell the assistant you do not want the call recorded, it will stop the automated conversation and arrange for a person from the Shop to call you back.
- **Access, correct, or delete your information.** You can ask the Shop you called, or ask us at the contact in Section 13. Because we act on the Shop's behalf, we will coordinate with the Shop and respond within 45 days of receiving your verified request. We may need to verify that a request comes from you. We do not charge for these requests and we will not treat you differently for making one.
- **Appeal.** If we decline a request, we will tell you why and how to appeal.

9. State privacy rights

Some states give their residents specific privacy rights (for example, California, Colorado, Connecticut, Indiana, Oregon, Texas, and Virginia). Whether or not a particular law applies to LineBooked — many of these laws apply only to businesses that process data about very large numbers of residents, and we currently do not — we extend the choices in Section 8 to everyone. We do not sell personal information, do not share it for cross-context behavioral advertising, do not use it for targeted advertising, and do not engage in profiling that produces legal or similarly significant effects. Because we do not sell or share personal information for advertising, we do not offer an opt-out for those activities and we do not respond differently to browser "Do Not Track" or opt-out preference signals; if that changes, we will update this Policy first. If a law that requires us to honor opt-out preference signals ever applies to us, we will honor them.

10. Information we collect from Shops and their employees

When a Shop signs up for the Service we collect the business's legal name, trade name, address, website, tax identification number (required for carrier registration of the Shop's text-messaging program), contact names, email addresses and phone numbers, the on-call employee's mobile number and written consent, billing

information (processed by our payment provider, Stripe, Inc.; we do not store full card numbers), the Shop's configuration choices, and how the Shop uses the Service. We use this information to provide, bill, support, secure, and improve the Service, to register the Shop's messaging program with carriers, to send operational messages, and to comply with law. We share it with the service providers in Section 6 and with the payment provider, and as required by law. We keep it for the life of the Shop's account and for as long afterward as our agreement with the Shop and applicable law require.

11. Site visitors

The Site collects the information your browser sends (IP address, browser type, pages viewed, referring page) and uses essential cookies to make the Site work. LineBooked does not currently use cross-site advertising analytics or advertising trackers. If we later add first-party, privacy-respecting analytics, we will update this Policy before doing so. If you fill out a form on the Site, we use what you provide to respond to you.

12. Security, children, and changes

We protect information with access controls, encryption in transit and at rest, logging, and vendor contracts that require the same. No system is perfectly secure; if a breach affects your information, we will notify you and the Shop as the law requires.

The Service is for adults contacting a business. It is not directed to children under 13 and we do not knowingly collect information from them. If you believe a child's information has reached us, contact us and we will delete it.

If we change this Policy, we will post the new version at this address with a new effective date. Changes that materially reduce your rights will not apply to information we already hold unless you agree.

13. How to contact us

LineBooked LLC Attn: Privacy 9105 E 56th St, Ste J #2035 Indianapolis, IN 46216 Email: privacy@linebooked.com Phone: +1 (317) 204-7798

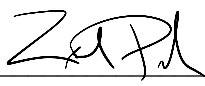
For questions about a specific Shop's handling of your information, contact the Shop directly at the number you called.

Last updated: September 25, 2026. Prior versions of this Policy are available on request.

Manager adoption

LineBooked LLC adopts this document under the Manager's authority. This adoption is not counsel approval or certification.

Effective date: September 25, 2026

Manager signature: _____

Printed name: Zachary K. Duke

Title: Manager, LineBooked LLC

Date: September 25, 2026

Owner-adopt note: LB-PRIV-1.1 · Manager-adopted September 25, 2026 under the Manager's authority. This document is not counsel-signed. Companion: LineBooked Outbound Communications, Consent & Call Recording Policy LB-TCPA-2.0-2026-09-25 and SMS Program Terms LB-SMS-1.1.