

MOSS

Privacy Policy & SMS Terms of Service

Effective Date: June 1, 2026 · Moss · mosstele.com

Questions: info@mosstele.com · (616) 451-9933

Moss (“Moss,” “we,” “our,” or “us”) is committed to protecting the privacy of our customers, prospects, partners, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information when you interact with us through our website at mosstele.com, our web forms, our mobile messaging programs, and in the course of providing technology integration services.

By using our website or submitting information through any Moss web form or communication channel, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use our website or submit your personal information to us.

1. INFORMATION WE COLLECT

We collect personal information in the following categories:

1.1 Information You Provide Directly

- Contact information: name, job title, company name, email address, phone number, and mailing address.
- Inquiry details: information you submit through our Contact Us form, Free Consultation request form, or any other web form on mosstele.com.
- Event registration information: name, organization, role, and contact details when registering for Moss-hosted events including Moss Tech Expo.
- Communication records: emails, phone call notes, and records of your correspondence with our Sales or Support teams.
- SMS opt-in consent: when you provide your mobile phone number and consent to receive text messages from Moss, we record your consent, the date and time it was given, and the method by which it was provided.

1.2 Information Collected Automatically

- Website usage data: pages visited, time spent on pages, links clicked, browser type, operating system, and referring URL, collected through cookies and similar tracking technologies.
- IP address and approximate geographic location derived from IP address.
- Device information: device type, screen resolution, and browser version.
- Analytics data: aggregate traffic statistics collected through Google Analytics or similar tools to help us understand how visitors use our website.

1.3 Information from Third Parties

- Partner referrals: contact information provided by our technology manufacturer partners (including HPE, Genetec, and Hanwha) in connection with joint marketing campaigns or lead programs, where you have consented to sharing with authorized partners.
- Public professional directories: publicly available information such as LinkedIn profiles, company directories, or trade association member lists used to support sales outreach.

2. HOW WE USE YOUR INFORMATION

We use the personal information we collect for the following purposes:

2.1 Service Delivery & Customer Support

- To respond to inquiries submitted through mosstele.com or by phone.
- To schedule and conduct technology assessments, site visits, and consultations.
- To deliver, install, configure, and support the technology solutions you have engaged Moss to provide.
- To manage your account, service agreements, and ongoing support relationships.

2.2 Marketing & Communications

- To send you information about Moss solutions, services, events, and industry insights that may be relevant to your organization.
- To invite you to Moss-hosted events, webinars, and industry conferences.
- To conduct co-branded marketing campaigns in partnership with authorized technology manufacturers (such as HPE and Genetec), where you have opted in or consented to such communications.
- To send SMS text messages for which you have provided consent, including appointment reminders, event notifications, security alerts, and account updates (see Section 5 for full SMS Terms).

2.3 Business Operations

- To improve our website, services, and marketing communications based on usage data and feedback.
- To comply with legal obligations and respond to lawful requests from government or regulatory authorities.
- To protect the safety and security of our team, customers, and facilities.
- To conduct analytics and generate aggregate, non-identifiable reports on website usage and campaign performance.

3. HOW WE SHARE YOUR INFORMATION

3.1 With Service Providers

We may share your personal information with trusted third-party vendors who assist us in operating our website, conducting our business, and delivering services to you. These vendors are contractually required to keep your information confidential and to use it only for the services they provide to Moss. Examples include:

- Website hosting and maintenance providers.
- Email marketing platforms (such as Mailchimp).
- Customer relationship management (CRM) software providers.
- Analytics and reporting platforms (such as Google Analytics).

- SMS and communications platforms (such as RingCentral).

3.2 With Technology Manufacturer Partners

Moss partners with leading technology manufacturers including HPE (Aruba/Juniper), Genetec, and Hanwha to deliver integrated technology solutions and co-branded marketing programs. We may share your contact information with these partners only in the following circumstances:

- You have engaged Moss on a project that involves a specific manufacturer's products, and information is shared to facilitate product licensing, support, or warranty registration.
- You have opted into a co-branded marketing campaign that clearly identifies both Moss and the manufacturer partner as joint communicators.
- Sharing is required to fulfill a registered deal, partner program enrollment, or MDF-funded campaign in which Moss participates as an authorized channel partner.

In all cases, partner data sharing is governed by the applicable manufacturer's privacy policy in addition to this policy. Moss does not sell your personal information to any manufacturer partner.

3.3 Legal & Safety Disclosures

We may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend the rights or property of Moss, prevent or investigate possible wrongdoing, protect the personal safety of users of our services or the public, or protect against legal liability.

3.4 Business Transfers

In the event that Moss is involved in a merger, acquisition, or sale of all or a portion of its assets, your personal information may be transferred as part of that transaction. We will notify you via email or a prominent notice on our website before your personal information is transferred and becomes subject to a different privacy policy.

SMS CONSENT IS NOT SHARED WITH THIRD PARTIES OR AFFILIATES FOR MARKETING PURPOSES. Your consent to receive SMS messages from Moss will never be sold, rented, or shared with any third party for their own marketing use.

4. DATA RETENTION

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, including providing services, maintaining business records, complying with legal obligations, resolving disputes, and enforcing agreements. When personal information is no longer needed, we securely delete or anonymize it.

SMS opt-in consent records are retained for a minimum of four years from the date consent was provided, in accordance with telecommunications carrier compliance requirements.

5. SMS TERMS OF SERVICE

This section governs your enrollment in Moss SMS messaging programs. By opting into SMS communications from Moss through any web form, phone call, or written consent, you agree to these terms.

5.1 About Moss SMS Programs

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Moss. Moss may use SMS to communicate with you for the following purposes:

- Security alerts and system notifications related to technology solutions Moss has deployed at your facility.
- Appointment reminders and scheduling confirmations for site visits, assessments, and installations.
- Event invitations and reminders for Moss-hosted events, including Moss Tech Expo.
- Account notifications related to your service agreements or support tickets.
- Informational updates about Moss solutions, products, and services for which you have expressed interest.
- Campaign-related messages from Moss and authorized manufacturer partners (such as HPE) where you have specifically consented to joint communications.

5.2 Messaging Frequency & Rates

Messaging frequency may vary. Message and data rates may apply.

The frequency of SMS messages will vary depending on your account activity, upcoming events, and the nature of your consent. You will not receive unsolicited commercial messages. Standard message and data rates charged by your mobile carrier may apply to messages you receive from Moss. Moss is not responsible for any charges imposed by your carrier.

5.3 How to Opt Out

To opt out of SMS messages at any time, reply STOP to any Moss text message. You will receive a final confirmation and no further messages will be sent.

You may also opt out by contacting us at:

- Email: info@mosstele.com
- Phone: (616) 451-9933
- Mail: Moss, 561 Century Ave SW, Grand Rapids, MI 49503

Please allow up to 5 business days to process opt-out requests submitted by email, phone, or mail. Opting out of SMS will not affect your ability to receive other forms of communication from Moss, including email, unless you separately opt out of those programs.

5.4 How to Get Help

For assistance with Moss SMS programs, reply HELP to any Moss text message, or visit mosstele.com. You can also contact us at (616) 451-9933 or info@mosstele.com.

5.5 SMS Consent & Third Parties

SMS opt-in consent and phone numbers collected for SMS programs are not shared with third parties or affiliates for their own marketing purposes under any circumstances.

Your consent to receive SMS messages from Moss is specific to Moss's own communications. It does not constitute consent to receive messages from any other company, including Moss's technology manufacturer partners, unless you separately provide such consent in a distinct opt-in process that clearly identifies the third party.

5.6 Supported Carriers

Moss SMS programs are supported by major U.S. wireless carriers. Carrier support may vary. If you experience issues receiving messages, please contact us at (616) 451-9933.

6. COOKIES & TRACKING TECHNOLOGIES

Moss uses cookies and similar tracking technologies to enhance your experience on mosstele.com. Cookies are small text files placed on your device that help us recognize return visitors, understand how our website is used, and improve content and navigation.

6.1 Types of Cookies We Use

- **Essential cookies:** Required for the website to function. These cannot be disabled.
- **Analytics cookies:** Help us understand visitor behavior in aggregate (e.g., Google Analytics). No personally identifiable information is stored in these cookies.
- **Marketing cookies:** Used to track the effectiveness of advertising campaigns and to present relevant content. These may be set by Moss or by authorized third-party ad platforms.

You may adjust your browser settings to decline cookies, though this may affect the functionality of certain features on mosstele.com. Most browsers provide instructions for managing cookie preferences in their "Help" section.

7. YOUR RIGHTS & CHOICES

Depending on your location and applicable law, you may have the following rights with respect to your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request that we correct inaccurate or incomplete personal information.
- **Deletion:** Request that we delete your personal information, subject to certain legal exceptions.
- **Opt-out of marketing:** Unsubscribe from marketing emails at any time using the unsubscribe link in any email we send, or by contacting us directly.
- **Opt-out of SMS:** Reply STOP to any Moss text message or contact us as described in Section 5.3.

- **Data portability:** Request a portable copy of your data in a commonly used format, where technically feasible.

To exercise any of these rights, please contact us at info@mosstele.com or (616) 451-9933. We will respond within 30 days of receiving your request.

8. DATA SECURITY

Moss takes the security of your personal information seriously. We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, alteration, and destruction. These measures include:

- Encrypted transmission of data using SSL/TLS on all web forms and data entry points on mosstele.com.
- Access controls limiting employee access to personal information on a need-to-know basis.
- Regular review of our data collection, storage, and processing practices.
- Contractual data security requirements applied to all third-party service providers.

While we take these precautions, no method of transmission over the internet or method of electronic storage is 100% secure. We cannot guarantee the absolute security of your personal information.

9. CHILDREN'S PRIVACY

Moss's website and services are directed to business professionals and are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a minor, please contact us at info@mosstele.com and we will promptly delete such information.

10. THIRD-PARTY LINKS

Our website may contain links to third-party websites, including those of our technology manufacturer partners (such as hpe.com and genetec.com). These websites have their own privacy policies, which govern the collection and use of information on those sites. Moss is not responsible for the privacy practices of third-party websites and encourages you to review the privacy policy of every website you visit.

11. UPDATES TO THIS PRIVACY POLICY

Moss may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will update the "Effective Date" at the top of this policy and, where appropriate, notify you by email or through a notice on our website. We encourage you to review this policy periodically.

12. CONTACT US

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Company	Moss
Address	561 Century Ave SW, Grand Rapids, MI 49503
Phone	(616) 451-9933

Email	info@mosstele.com
Website	mosstele.com
Privacy Policy URL	mosstele.com/privacy-policy
SMS Terms URL	mosstele.com/privacy-policy#sms
Contact Form	mosstele.com/contact-us/

For HPE partner campaign inquiries or data subject requests related to co-branded programs, please also reference the HPE Privacy Policy available at hpe.com/us/en/legal/privacy.html.

QUICK REFERENCE — FOR WEBSITE FOOTER & FORMS

SMS consent is not shared with third parties or affiliates.

SMS Terms of Service: By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Moss. This includes SMS messages for appointment reminders, event notifications, security alerts, and account updates. Message frequency varies. Message and data rates may apply. To opt out, reply STOP to any Moss message. For help, reply HELP or visit mosstele.com. See our full Privacy Policy at mosstele.com/privacy-policy.

Website footer recommended language: © 2026 Moss · Privacy Policy: mosstele.com/privacy-policy · SMS Terms: mosstele.com/privacy-policy#sms · Contact: mosstele.com/contact-us/

Web form consent language (place near phone number field): By providing your phone number and checking this box, you consent to receive SMS messages from Moss regarding your inquiry, upcoming events, and relevant technology solutions. Message frequency varies. Message and data rates may apply. Reply STOP to opt out at any time. View our Privacy Policy at mosstele.com/privacy-policy.