PlotBox Privacy Policy

Last Updated: November 2026

Your privacy is of the utmost importance to GSS (NI) Limited, a limited company registered in Northern Ireland under NI606324, and its affiliates, subsidiaries and related entities (collectively "**PlotBox**", or "**us**" or "**we**"). We take our obligations regarding your privacy seriously.

This Privacy Policy describes how we collect, use and disclose, and share, or other processing of your personally identifiable information ("**PII**" or "**personal data**") when you access or use our websites PlotBox: Cemetery, Crematory, and Funeral Home Software and http://DiscoverEverAfter.com ("**Website**" or "**Websites**"), access or use our support services, and interact or participate in our programs, training, events, and any of our other services offerings including our mobile apps (each a "**Service**" and collectively, the "**Services**"). The categories of information we collect will depend on your interactions with us and the Service you use.

We strive to always comply with changes to applicable data protection laws. If you ever have questions, concerns, or comments please contact us at privacy@plotbox.io.

1. **Consent**

By using our Services, you agree to the terms and conditions contained in this Privacy Policy and you expressly consent to the processing of your data in accordance with this Privacy Policy. If you do not agree to any of these terms and conditions, or approve of PlotBox's data practices as explained herein, then you should immediately cease all use of our Services.

Where UK or EU data protection law applies, use of the Services is not treated as consent for every purpose in this notice: we rely on performance of a contract to provide the Services you ask for, on our legitimate interests in securing and improving the Services, on your consent where we ask for it, including non-essential cookies and optional marketing, and on a legal obligation where the law requires us to keep or disclose information.

2. **What Data We Collect**

PlotBox collects the following types of personally identifying information ("PII"):

2.1. Information You Provide to Us.

If you decide to sign up for information from us, schedule a demo, attend a virtual event, or create an account to use the Services, PlotBox may collect the following PII about you: (1) first and last name, (2) organization name, (3) job title, (4) email address, (5) phone number, (6) location information including state/province and country, and (7) where applicable, a user-generated password for your account. If you provide us with feedback or contact us via email (e.g., in response to an employment opportunity posted on our Website), we will collect your name and email address, as well as any other content or information included in or attached to your email, in order to send you a reply. If you order Services from us, we may also collect information needed for billing and payment purposes.

We may combine the information we collect directly from you with information we obtain from public sources, partners, and other third parties and use such combined information in accordance with this Privacy Policy.

2.2. Information We May Collect via Technological Means.

Our Services, which may be hosted by a third-party service provider, may collect certain technical data about your device and software, including your browser type, operating system, IP address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, and/or a time stamp of your visit. We automatically gather this data and store it in log files each time you visit our website or access your account on our network for authentication and security purposes. We may also directly collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends in connection with the use of our Services. We collect and use this analytics information in aggregate form such that it cannot reasonably be used to identify any particular individual user.

2.3. Information You Send to Us for Processing by Our Services.

When you use our Services including our cemetery management solutions for businesses or our Everafter Website for searches and ecommerce, it is possible that PII or other information is included in the data we receive from you in order to provide the Services requested, process the data as you have requested, and for any billing and fulfillment purposes. Depending on the circumstances and the information you choose to provide, such information may contain or reflect data that is considered “Sensitive” at law, such as racial and demographic information, government identifiers, and similar data. When you provide such information about yourself or third parties as an individual user, or a business using our commercial Services, you are responsible for lawfully providing such personal data to us for the purpose of processing by our Services.

2.4. Cookies, web beacons and other tracking technologies.

We use cookies and similar technologies through which we and certain trusted third parties (such as our analytics partners) may collect, record, use, and share information about your use of our Services. When you first visit our Websites, we will first obtain your explicit consent to use cookies, other than those that are strictly necessary to the function of our Services.

You can choose to enable or disable these cookies but disabling some of them may affect your browsing experience.

- *Necessary cookies* are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.
- *Functional cookies* help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.
- *Analytical cookies* are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.
- *Performance cookies* are used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.
- *Advertisement cookies* are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

We may link the information we store in cookies or through other mechanisms to the PII you submit while using our Services. We may use both session cookies (which

expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Services. You can remove persistent cookies at any time by following the directions in the “Help” section of your Internet browser. You can also disable all cookies on your Internet browser. If you choose to disable cookies, be advised that some components of our Services may not work properly.

Our partners, affiliates and other service providers may use cookies and other technologies to improve the quality of your experience when you interact with our Services. We may receive reports based on the use of certain technologies by these companies on an individual and aggregated basis. We will not, however, use cookies to track your behavior on third-party domains for advertising purposes unless you have explicitly consented to such tracking.

3. **How We Use the Data We Collect.**

In summary, we use your PII to respond to your requests, to provide, secure and enhance the Services, and to comply with our legal obligations. In particular, PlotBox uses your PII for the following purposes as necessary and as permitted by applicable law:

- Facilitate the creation of and secure your account on our Services;
- Identify you as a user of our Services;
- Provide and administer your use of the Services;
- Personalize and improve the quality of your experience when you interact with our Services;
- Send you a welcome e-mail to verify ownership of the e-mail address provided when your account was created;

- Send you administrative e-mail notifications, such as security or support and maintenance messages;
- Respond to your inquiries and requests
- Provide you with newsletters or surveys;
- Determine which of our Services may be of interest to you or your business;
- Send you information about upgrades and special offers related to our Services;
- Comply with applicable laws and regulatory requirements;
- Respond to lawful requests, court orders and legal process; and
- Protect our legal interests or those with whom we do business.

We may also compile, use statistical or anonymized, non-personally identifiable information and use or transfer such information for any purposes; provided, however, that such data has been fully de-identified and cannot in any way be traced back to the customer or user and does not contain any personally identifiable information. We may also such anonymized information publicly to show trends about the general use of our services.

Third-Party Online Analytics Services

In connection with our website and emails, we use third-party online analytics services from trusted providers. These analytics services use automated technologies to collect information (such as email address, IP address, and device identifiers) to evaluate, for example, use of our products and services and to diagnose technical issues. These providers are not permitted to use your personal data for their own purposes.

4. **Information Sharing and Disclosure**

To the extent permitted by applicable law, PlotBox may disclose your PII in the following circumstances:

4.1. Service Providers.

We may engage our affiliates or third-party companies or individuals to support us in connection with the purposes listed above, such hosting providers, subcontractors, analytics providers, and third-party payment processors.

4.2. Law Enforcement; Safety.

It may be necessary − by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence − for PlotBox to disclose your PII. We may also disclose your PII if we determine disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users.

4.3. Business Transfer.

We may share your PII if PlotBox engages in a merger, acquisition, bankruptcy, dissolution, reorganization, sale of some or all of PlotBox's assets, financing acquisition of all or a portion of our business, a similar transaction or proceeding, or steps in contemplation of such activities (e.g. due diligence).

4.4. Third Party Access

Our Services can facilitate interactions between your organization or applications, and other services and data sources you access through our Services, such as CRM systems for managing customer information or secure third-party payment processors. If you elect to use such third-party services, we will use information we collect to authenticate you, provide the Services you request, and download and refresh authentication tokens or persist authentication information such as user

names and passwords as necessary to continue to connect to these services. Third parties whose services you use in connection with us, or third parties whose websites we link to, may have data information practices that are different from ours.

This Privacy Policy does not apply to the activities of third parties when they are collecting or using data for their own purpose or on behalf of others. We are not responsible for the activities of these third parties. We encourage you to review their privacy policies to understand how they collect and use your information.

4.5. Prior Consent

We may also disclose your PII with your prior informed consent. Service providers acting on our behalf are obliged to adhere to confidentiality requirements no less protective than those set forth herein and will only receive access to your PII as necessary to perform their functions.

5. **How We Protect Your Data – Security**

We are committed to protecting the security of information received via the Services, including PII. We provide reasonable and appropriate administrative, technical, and physical security controls to protect your PII from unauthorized access, use, or disclosure. For example, we use secure socket layer technology (SSL) in connection with our Services and industry standard encryption practices. We also require you to enter a password to access your account information. Please do not disclose your account password to anyone else. Despite our efforts, no security controls are 100% risk-free, and PlotBox does not warrant or guarantee that your PII will be secure and free from unauthorized access, use, or disclosure in all circumstances.

6. **Data Retention**

PlotBox keeps personal data as long as required to provide the Services you have requested or registered for and comply with applicable laws. Unless deleted earlier based on your request or that of a Customer, your data will be deleted if we no longer need it in accordance with the terms of our Data Retention Policy.

7. **Profiling**

PlotBox does not use in connection with the Services automated decision-making, including profiling, in a way that produces legal effects concerning you or which significantly affects you. Where artificial intelligence is used to help provide the Services, your personal data is not placed in a public AI model, and we do not make a decision about you that produces a legal or similarly significant effect by automated means alone.

8. **Precise Location**

Your “precise location” may be tracked with your explicit opt-in consent at a system setting level while using our mobile app with respect to your location within a covered cemetery or property in order to display your location on a map. Such data is collected only while using the app and is not retained after each session or used for any other purpose.

9. **We Do Not Collect Information From Children.**

Our Services are not intended for use or access by children or minors. PlotBox does not knowingly collect or solicit information from anyone under the age of thirteen (13). If you believe PlotBox has inadvertently collected information from a child under the age of thirteen (13), please contact us at privacy@plotbox.io immediately. Note

this does not apply to information *about* children that is provided by an adult, guardian, or other authorized persons in order to obtain Services and such information is used only to provide the Services requested.

10. **Your Data, Your Choice**

We make every effort to comply with all applicable law including your rights with regard to your own personal data. Depending on your jurisdiction these rights can include:

- *Right to Access* – You can request access to your personal data and obtain a copy.
- *Right to Rectification* – You can request correction of inaccurate or incomplete data.
- *Right to Erasure* ("*Right to be Forgotten*") – You can request deletion of your personal data under certain conditions.
- *Right to Restrict Processing* – You can request limitation on how your data is processed.
- *Right to Data Portability* – You can receive your personal data in a structured format and transfer it to another provider.
- *Right to Object* – You can object to processing based on legitimate interests or direct marketing.
- *Rights Related to Automated Decision-Making & Profiling* – You have rights regarding significant decisions made solely by automated means, including the right to human intervention.
- *Right to Know* – You can request what personal information is collected, sold, or shared.
- *Right to Opt-Out of Sale or Sharing* – You can direct businesses not to sell or share your personal information.

- *Right to Limit Use of Sensitive Personal Information* – You can limit how businesses use sensitive data (e.g., race, health data).
- *Right to Non-Discrimination* – Businesses cannot discriminate against you for exercising your rights (e.g., charging different prices or services).

Please note we will take reasonable steps to verify your identity before responding to a request in order to protect the information from unauthorized requests. In doing so, we may ask you for verification information so that we can match at least two verification points with information we maintain in our files about you. If we are unable to verify you through this method, we shall have the right, but not the obligation, to request additional information from you.

If a business or organization has registered to use our cemetery management Services (a "Customer") and your PII has been collected by PlotBox as a result of such organization's use of the Services, PlotBox collects and processes any such PII of yours under the directions of the relevant Customer. If these circumstances apply to you and you wish to access, edit, delete or exercise any rights you may have under applicable data protection laws with respect to any PII that we have collected about you, please direct your query to the relevant Customer as this may expedite the completion of your request. We nevertheless provide reasonable assistance to our Customers to give effect to data subject rights as appropriate and required by applicable laws.

11. **Cross Border Data Transfers**

By accessing or using the Services, or otherwise providing information to us, you understand that your information may be subject to processing, transfer, and storage in other geographic locations. In the event that PlotBox transfers your Personal Data from the EEA to a country which is not subject to an adequacy decision by the European Commission or which may not provide for the same level of data

protection as the EEA, PlotBox will ensure that the recipient of your Personal Data offers an adequate level of protection.

This may include such measures as entering into standard contractual clauses for the transfer of data as approved by the European Commission, an international data transfer agreement under UK law, gaining your prior consent, or other appropriate measures in accordance with applicable law.

12. Additional Information for California Residents

If you are a California resident, California law requires us to provide you with some additional information regarding how we collect, use, and share your "personal information" (as defined in the California Consumer Privacy Act ("**CCPA**")).

12.1. How We Source, Use, and Disclose Information for Business Purposes

The following chart details the categories of personal information we collect, the sources of such personal information, and how we use and share such information for business purposes.

Categories of Personal Information Collected	**Sources of Personal Information**	**Purposes for Use of Personal Information (see "How We Use the Data We Collect" for more information)**	**Disclosures of Personal Information for Business Purposes (see "Information Sharing and Disclosure" for**

			more information)
Contact information (e.g., name, email address, phone number, mailing address including state/province, country)	· You · Public sources · Customers	· Provide the Services and customer service · Communicate with you · Analyze use of and personalized the services · Improve the services · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Service providers · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent · Third-party services you select (such as CRM systems or payment processors)

Financial and transactional information (e.g., payment account information and purchase history)	· You · Payment processors	· Provide the Services and customer service · Facilitate your payments · Communicate with you · Analyze use of and personalize the services · Improve the services · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Payment processors · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent

Login information (e.g., your account name and password)	· You	· Provide the Services and customer service · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Service providers · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent

Device and online identifier information (e.g., IP address, browser type, operating system, general location inferred from IP address, and similar information)	· You, through your device	· Provide the Services and customer service · Analyze use of and personalize the services · Improve the services · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Service providers · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent

Service usage information (e.g., the dates and times you use the services, how you use the services, and the content you interact with on the services)	· You, through your device	· Provide the Services and customer service · Analyze use of and personalize the services · Improve the services · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Service providers · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent

Information contained in data you send to us for processing when using the Services	· You, through your use of the services	· Provide the Services and customer service · Metering and billing purposes · Provide security, prevent fraud, and for de-bugging · Comply with legal requirements	· Service providers · Law enforcement in the event of a lawful request · With entities in the event of a business transaction · With your consent

If you would like further information regarding your legal rights under California law or would like to exercise any of them, or if you are an authorized agent making a request on a California consumer's behalf, **please contact us at privacy@plotbox.io.**

Shine the Light Disclosure: The California "Shine the Light" law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing

purposes. We do not share your personal information with third parties for their own direct marketing purposes.

Do Not Track Disclosure: Some web browsers incorporate a "Do Not Track" ("DNT") feature that signals to websites you visit that you do not want to have your online activity tracked, but there is not currently an industry consensus on how to respond to DNT signals. California law requires that we disclose how we respond to these signals. We currently do not respond to DNT signals. This means that we do not alter our data collection and usage practices when we detect a DNT signal from your browser. As the technology and standards for recognizing and implementing DNT signals continue to evolve, we may revisit our approach to DNT signals in the future.

Global Policy Control: We recognize and will honor Global Privacy Control (GPC) signals as a valid request to opt out of the sale or sharing of your personal information under the California Consumer Privacy Act (CCPA) as amended by the CPRA. Currently PlotBox does not “sell” your personal data, or “share” your personal data with third parties for their own use (as data “Controllers”), or use your personal data for cross-context targeted advertising on third-party domains, so opting out is not necessary through the GPC or otherwise.

13. **Changes to Our Privacy Policy**

PlotBox reserves the right to change this Privacy Policy. PlotBox will provide notification of the material changes to this Privacy Statement through our Website and, where appropriate, when you login to your account or by email to any email address of yours we may have on file, at least thirty (30) days prior to the change taking effect.

14. **Contact Us**

PlotBox welcomes your comments, questions, and concerns regarding our Privacy Policy. Please contact us at privacy@plotbox.io, or write to us at our mailing address:

US:

1 Marina Park Drive, Suite 1410, Boston, MA 02210-1874, United States

Tel: +1 857 301-7810

UK:

Ecos HUB, Kernohans Lane, Ballymena, Co. Antrim BT43 7QA

Tel: +442825821005

APAC:

Level 12/64 York Street, Sydney, NSW 2000

Tel AUS: +61 2 7228 7971

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