

KEPS Privacy Policy

Effective Date: September 8, 2026

KEPS - Kitchen Expiration Printer System ("KEPS," "we," "our," or "us") is committed to protecting your privacy and handling personal information securely and responsibly. This Privacy Policy explains how we collect, use, store, disclose, and protect information when you use the KEPS website, application, devices, products, customer support, and related services.

1. Information We Collect

- **Account and Contact Information:** Name, email address, business name, mobile phone number, shipping or billing contact details, and other information used to create or manage a KEPS account or order.
- **Device and Usage Data:** Device identifiers, software version, log data, and activity related to label printing and system use.
- **Operational Data:** Product names, preparation and expiration times, temperature logs, and other food-safety records entered by users.
- **Order and Setup Information:** Information provided to configure, fulfill, ship, or support a KEPS system, including product lists, user information, logos, and order-status details.
- **Support Information:** Details provided through technical support requests, emails, text messages, or other communications.

2. How We Use Your Information

- Operate, maintain, configure, and improve KEPS products, applications, devices, and services.
- Process orders, confirm payments, request required setup information, provide order-status updates, and send shipping notifications.
- Provide customer support and respond to user inquiries.
- Generate and maintain operational or food-safety records as directed by users.
- Send system notices, service communications, software updates, or other account-related notifications.
- Analyze usage and performance to improve reliability and user experience.
- Comply with applicable legal obligations and protect KEPS, our customers, and our services.

3. Data Sharing and Disclosure

We do not sell or rent personal information. We may disclose information only as reasonably necessary to operate our business, including to trusted service providers that support hosting, communications, analytics, payment processing, fulfillment, maintenance, or customer support, and to legal authorities when required by applicable law or when necessary to protect our legal rights.

Mobile information and SMS consent are treated separately: We do not share, sell, rent, or provide mobile phone numbers, SMS opt-in data, or messaging consent to third parties or affiliates for marketing or promotional purposes. Text-messaging originator opt-in data and consent will not be shared with third parties for their own marketing or promotional use.

4. SMS Messaging and Account Notifications

Customers who voluntarily opt in may receive transactional or account-related text messages from KEPS concerning their purchase, account, system setup, order fulfillment, or support. Examples may include payment confirmation, a request or link to complete KEPS setup information, confirmation that setup information has been received, order-status updates, and shipping notifications.

- **Message frequency:** Message frequency varies based on the customer's order, account activity, and support needs.
- **Rates:** Message and data rates may apply.
- **Opt out:** Reply STOP to unsubscribe from SMS messages.
- **Help:** Reply HELP for assistance.
- **Consent:** SMS consent is optional and is not a condition of purchase.

5. Data Security

We use physical, technical, and administrative safeguards designed to protect personal information from loss, misuse, unauthorized access, alteration, or disclosure. However, no electronic system or method of transmission is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain information for as long as reasonably necessary to provide our products and services, fulfill orders, support customers, maintain records, comply with legal obligations, resolve disputes, and enforce agreements. Retention periods may vary depending on the type of information and the purpose for which it is maintained.

7. Your Choices and Rights

- Request access to, correction of, or deletion of personal information, subject to applicable law and legitimate business-record requirements.
- Withdraw consent where processing is based on consent. Withdrawal may limit certain optional features or communications.
- Opt out of SMS messaging at any time by replying STOP.
- Contact KEPS with privacy-related questions or requests.

8. Children's Privacy

KEPS products and services are intended for professional and business use. They are not designed for or directed toward individuals under 18 years of age, and we do not knowingly collect personal information from children through our business services.

9. Third-Party Services

KEPS may use third-party service providers to support functions such as website hosting, payment processing, communications, analytics, fulfillment, or technical support. These providers may process information only as needed to perform services for KEPS or as otherwise permitted by law. This Privacy Policy does not govern independent third-party websites or services that you may access through external links.

10. Policy Updates

We may update this Privacy Policy periodically to reflect changes in our services, legal requirements, or business practices. When material changes are made, we may post the revised policy on our official website or provide another appropriate notice. The effective date at the top of this Policy indicates the most recent revision.

11. Contact Us

For questions, concerns, or privacy-related requests, please contact:

KEPS - Kitchen Expiration Printer System

143 Langtree Shore Dr, Apt 1-205

Mooresville, NC 28117

Email: privacy@kepsprinter.com

Implementation note: This Privacy Policy should be linked from the same website where customers provide their mobile number and opt in to receive messages. The opt-in form itself should also display the applicable SMS disclosures and link to the Privacy Policy and Terms & Conditions.