

SERVICE DIRECT PRIVACY POLICY

Last Revised: April 21, 2025

Your privacy is important to us. This Privacy Policy (“**Privacy Policy**”) describes how Sagax Media, LLC (d/b/a Service Direct) (“**Service Direct**”, “**we**”, “**us**”, or “**our**”) may collect, use, store, disclose, process, and transfer your personal information through your access to or use of Service Direct products and services, including those at <https://servicedirect.com/> as well as any subdomains, website of ours that links to this Privacy Policy, related websites, and other offerings (collectively, the “**Services**”). By using the Services or, if required by laws applicable to you, opting into this Privacy Policy, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Services. Service Direct may change this Privacy Policy from time to time by posting changes at <https://servicedirect.com/privacy/> and may send notification emails regarding such changes. Your continued use of the Services following the posting of such changes will be deemed your acceptance of those changes, unless additional consent is required.

Service Direct encourages you to read this Privacy Policy in its entirety, but here are a few key points:

Privacy Policy Applicability

This Privacy Policy applies when you access the Services or share information with Service Direct. Service Direct may revise this Privacy Policy at any time. [More](#)

Information We Collect from You

We collect all information that you provide directly to use and through the Services, your devices (e.g., computers, smartphones, and tablets), telephone and email as well as information we receive from partners and using cookies and other such technologies. [More](#)

How We Use Your Information

We process your personal information only with your consent or as needed to provide you the Services. We may also use your personal information to comply with legal obligations, operate our business, protect the vital interests of you, our customers, or the public, or for other legitimate interests of Service Direct. [More](#)

How We Share Your Information

We may share your information with our partners, service providers, contractors, agents, and third-party vendors as they need it to help us provide the Services, for other requests you make

of Service Direct, or in furtherance of our other reasons discussed in this Privacy Policy. We may also share your information to comply with law or for other legitimate interests. As further discussed below, Service Direct may share your personal information with a generative AI model, but Service Direct will never use your personal information to train a generative AI model. [More](#)

How We Store and Secure Your Information

We will retain your information as long as necessary for the purposes outlined in this Privacy Policy or for so long as permitted by law, whichever is shorter. Service Direct takes technological and organizational measures designed to protect your personal information against loss, theft, and unauthorized access, use, disclosure, or modification. [More](#)

Accessing and Updating Your Information

You can access, get copies of, request deletion of, change, or correct your personal information, or request changes to our use of your personal information by using the contact information below. [More](#)

Additional Privacy Information

Service Direct's databases are located in the United States, and you consent to the transfer of your personal information from your location to the United States. The Services are not for use by children under the age of 16 or the lowest age permitted by applicable law, and we do not collect or process the personal information of any children under the age of 16 or the lowest age permitted by applicable law. You may have additional rights under applicable law where you reside. If you have any questions about this Privacy Policy, please contact us via the contact information below. [More](#)

Rights under State Law

If you are a California resident, you may have additional rights under the applicable privacy laws and regulations. [More](#)

Privacy Policy Applicability

Service Direct, a leading pay per call marketplace founded in 2006, connects thousands of home service providers with hundreds of qualified affiliates, facilitating millions of high quality, consumer-initiated phone calls across the United States and Canada. By creating meaningful connections through our technology, we empower local businesses with exclusive, cost-effective leads. This ecosystem not only drives business growth and affiliate success but also ensures homeowners get the professional services they need.

This Privacy Policy applies when you use or access the Services or share information with Service Direct. By accessing or using the Services and/or opting into this Privacy Policy (as applicable in your jurisdiction), you consent to this Privacy Policy. Service Direct may update this Privacy Policy at any time. If you do not consent to this Privacy Policy for any reason, please do not access or use the Services or share your information with us. Please note that this Privacy Policy applies only to the Services and not to any other third-party website linked to or from it, or any third-party website in which Service Direct's content or functionality is embedded. We do not control the privacy policies or practices of others.

Information We Collect from You

In general, we receive and collect all information you provide via the Services, including through website input fields, advertisements, phone, email (including email campaigns), or other such ways. This includes personal information that can identify or relates to you, including, but not limited to:

Category of Personal Information	Examples of Personal Information We Collect	Sources from which such Personal Information is Collected	Third Parties to whom we share such Personal Information
Profile or Contact Data	Examples may include: • First and last name • Postal address • Zip code • Telephone number • Email address	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate
Demographic Data	Examples may include: • Information related to your home service needs	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate
Device/IP Data	Examples may include: • IP address • Device ID • Domain server • Browser type • Search history • Type of device • Information regarding your interaction with the Services or any advertisement • Information collected automatically through cookies and similar technology, device	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate

	type, domain names, and access time/logs		
Web Analytics	Examples may include: • Web page interactions • Referring webpage/source through which you accessed the Services • Browsing activity, including the addresses of websites that you visit • Non-identifiable request IDs • Statistics associated with the interaction between device or browser and the Services	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate
Geolocation Data	Examples may include: • General physical location • Precise physical location • IP-address-based location information • Cookie ID	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate
Financial and Payment Data	Examples may include: • Payment card type • Last 4 digits of payment card and expiration date • Billing address • Account number	• You • Service providers • Service Direct's affiliated entities, partners, etc.	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate
Sensory Data	Examples may include: • Recordings	• You • Service Direct's customers	• Advertising networks • Data analytics providers • Service providers • Service Direct's customers • Partners you authorize, access, or authenticate

You have the choice regarding what information you share and the Services you want to engage. You can choose not to provide information to us, but some information about you may be required in order for you to access certain functionalities of the Services. For example, Service Direct provides location-based referrals to help with your home maintenance needs. When you call Service Direct or a Service Direct Number, we may request you enter your zip code so that we can refer you to our local partners. We will share the zip code with our partners

to make sure that they service your area. You can choose whether to provide your location, but if you decide not to, we may not be able to provide a referral.

We may periodically obtain information about you from our customers, partners and other independent third-party sources and will add it to our database of information. This includes any information that you provide to third parties that are associated with or whose products or services are integrated with the Services. For one example, if you are connected with a Service Direct customer, the customer may record the call and provide us the recording.

Additionally, you may provide personal information to us to facilitate your access to and interaction with a third-party provider, such as our provider to transcribe calls and analyze the transcription (each, a “**Service Direct Provider**”). In addition, a Service Direct Provider may transfer personal information provided by you to us. We may then use that information for any lawful purpose stated in this Privacy Policy, including to improve the Services.

We may use cookies, heat mapping, log files, web beacons, device identifiers, advertising identifiers, session replay technologies, and similar tracking technologies, including those from third-party service providers like Google Analytics, Google Tag Manager, Google AdWords, Amazon Web Services, HubSpot, and other cloud-based tools, to automatically collect your preferences, performance data, and information about your web usage when you visit the Services. For example, we may collect your IP address, device and Internet service provider information, Web browser details and the address of any referring website. We may also collect information about your online activity, such as pages viewed. This may include collecting geolocation signals from your IP address or device settings to determine your location. By collecting and using this information, we may operate and personalize the Services for you and may also combine this data with other information we have collected about you. For more information on how we use cookies, please see the “Cookies” section below.

The Services are not designed to recognize or respond to “do not track” signals received from browsers. You can control the information collected by such tracking technologies or be alerted when cookies are sent by adjusting the settings on your Internet browser or devices, but such adjustments may affect or disable certain functionality of the Services. You can learn more about Google Analytics and your options for opting out of interest-based Google ads at <https://adssettings.google.com>. You can learn more about targeted ads and your ability to opt out of receiving interest-based ads at optout.aboutads.info and www.networkadvertising.org/choices.

Sensitive Information

Service Direct does **not** collect any sensitive personal information through our Services. Sensitive personal information, as defined by applicable data protection laws, includes information relating to your race, ethnicity, religious beliefs, moral beliefs, philosophical beliefs, sex life, sexual orientation, gender identity, political opinions, trade union membership, citizenship status, national origin, status as a victim of crime, medical information (including

mental health), genetic data, biometric data, or financial information (such as account numbers). We also do not collect any information about criminal convictions or offenses.

Cookies

Cookies, also known as tracking cookies or browser cookies, and similar technologies such as web beacons, clear GIFs, pixel tags, and JavaScript (collectively, “**Cookies**”) are small pieces of data, usually text files, placed on a computer, tablet, phone, or similar device when you use that device to access the Services. We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are necessary for providing you with the Services and features that you requested. For example, these Cookies allow you to log into and stay logged into secure areas of the Services, save language preferences, and more. These Cookies are required to make the Services available to you, so they cannot be disabled.
- **Functional Cookies.** Functional Cookies are utilized to record your choices and settings, maintain your preferences over time, and recognize you when you return to our Services. These Cookies, for example, help us personalize our content for you, greet you by name, and remember your preferences.
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors (like you) use the Services. These Cookies accomplish this by collecting information about the number of visitors to the Services, what pages visitors view the most, and how long visitors view specific pages. These Cookies also help us measure and manage the performance of our advertising campaigns in order to help us improve the campaigns and the Services’ content. For example, Google LLC (“**Google**”) uses cookies in connection with its Google Analytics services. Google’s ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at http://www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.

You have the option to decide through your internet browser’s settings whether or not to accept Cookies. Most browsers allow users to choose whether to turn off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the browser) allow you to toggle whether to accept each new Cookie. You can also clear all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit the Services and some functionalities may not work. To explore what Cookie settings are available to you, look in the “settings”, “preferences” or “options” section of your browser’s menu.

To find out more information about Cookies, including information about how to manage and delete Cookies generally, please visit <http://www.allaboutcookies.org/>.

How We Use Your Information

We process your personal information with your consent or as needed to provide you the Services. We may also use your personal information to comply with legal obligations, operate our business, protect the vital interests of you, our customers, or the public, or for other legitimate interests of Service Direct as described in this Privacy Policy.

More specifically, we may use your personal information to:

- **Optimize and improve the Services.** We continually try to improve the Services based on the information and feedback we receive from you and our other users, including by optimizing the content on or functionalities of the Services.
- **Personalize the user experience.** We may use your information to measure and optimize engagement with the Services and to understand how you and our other users interact with and use the Services and other resources we provide.
- **Improve customer service.** Your information helps us to more effectively develop the Services and respond to your support needs.
- **To send periodic communications.** The communication methods you provide through our contact forms will be used to send information and updates pertaining to the Services. It may also be used to respond to your inquiries or other requests. If you opt into our mailing list, you may receive emails that include Service Direct news, updates, product offerings and service information, and marketing material. If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or you may contact us via the contact information below. Please note that if you unsubscribe from promotional emails, you may still receive communications related to your subscription, your purchase, or other necessary functionalities of the Services.
- **To send periodic SMS messages.** We may occasionally send you SMS messages through the number you provided to us. The messages will be sent based on Service Direct's legitimate business needs, and in furtherance of us providing the Services, and for promotional reasons. If at any time you would like to unsubscribe from receiving future SMS messages, we include detailed unsubscribe instructions for how to do so or you may contact us via the contact information below.
- **Carry out other legitimate business interests.** We may use the information you provide to carry out other legitimate business purposes, as well as other lawful purposes.

We may use any aggregated information (as described below) for any purpose. For the avoidance of doubt (and as described below), Service Direct may make your personal information available to Generative AI Products, but Service Direct will never make your personal information available for the purpose of training any generative AI model.

How We Share Your Information

We share your information with our partners, service providers, contractors, agents, and third-party vendors indicated in the [“Information We Collect from You”](#) section as needed to fulfill Services, including Generative AI Products as further discussed below. Please note that our partners may contact you as necessary to obtain additional information about you, facilitate any use of the Services, or respond to a request you submit.

Third-party vendors who provide products, services or functions on our behalf may include local business in your area, cloud database providers, data analytics companies, communications service vendors, marketing vendors, and security vendors. Third-party vendors have access to and may collect personal information only as needed to perform their functions, may only use personal information consistent with this Privacy Policy and other appropriate confidentiality and security measures, and are not permitted to share or use the information for any other purpose.

We also may share your information:

- In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.
- When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, interests, or safety of our company or the Services, our customers, or others; or in connection with our Terms of Service and other agreements with customers of which you may be affiliated.
- In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Other than as set out above, we will attempt to notify you when your personal information will be shared with third parties.

Personal Information You Post in Public Areas

When you post a message in a Service Direct review or customer feedback, the information you post may be accessible to other users of the Services and the public. If you post personal information anywhere on the Services that is accessible to other users or the public, you are advised that such personal information can be read, collected, used, or disseminated by others

and could be used to send you unsolicited information or for other purposes. Accordingly, you assume full risk and responsibility for posting such information and agree that Service Direct is not responsible in any way for personal information you choose to post in these public areas.

Aggregated Information

We may use, publish, share, distribute, or disclose personal information that has been aggregated with information from other users and otherwise anonymized and de-identified in a manner that does not allow third parties, including Service Direct partners, customers, and vendors, to de-identify the data or identify it as originating from you. Such information may help Service Direct identify and analyze training, demographic, and psychographic trends and information and report to third parties how many people saw, visited, or clicked on certain content, areas of the Services, or other materials. We may also use such data for research purposes and optimizing the Services' functionality.

Generative AI

As further discussed in our Terms of Service, the Services may include or provide access to third party products that provide certain generative AI functionalities ("Generative AI Products"), like Open.AI's GPT application programming interfaces. **Service Direct may share your personal information with a Generative AI Product, but the personal information you provide to Service Direct will never be used to train a Generative AI Product.**

How We Store and Secure Your Information

Personal information collected by Service Direct may be stored and processed in your region, in the United States, and in any other country where Service Direct or its affiliates, subsidiaries, or service providers operate facilities. These countries may have data protection laws that are different to the laws of your country (and, in some cases, may not be as protective). However, we have taken appropriate safeguards to require that your personal information will remain protected in accordance with this Privacy Policy.

Service Direct takes technological and organizational measures designed to protect your personal information against loss, theft, and unauthorized access, use, disclosure, or modification. For example:

- We transmit data over secured communication channels using SSL Login credentials;
- All personal information is stored by trusted third party providers (e.g., Amazon Web Services (AWS), HubSpot, and Google Cloud Platform (GCP));
- All systems used to provide the Services are password protected;
- All Services usage is restricted on a per-user basis on the principle of least privilege; and
- All data is encrypted during transfer and while at rest.

We rely on the security policies of AWS, HubSpot and GCP to protect personal information while stored in their respective controlled facilities. For more information regarding these security practices and processes, please see <https://aws.amazon.com/security/>, <https://legal.hubspot.com/security>, and <https://cloud.google.com/security>.

Service Direct complies with applicable data protection laws, including applicable security breach notification requirements.

Data Retention

Service Direct will retain your information as long as necessary for the purposes outlined in this Privacy Policy, in a manner consistent with our data retention policy discussed in this section, and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection or audit purposes or as permitted by applicable law. Service Direct will retain your personal information consistent with the original purpose of collection or as long as necessary to comply with our legal obligations; maintain accurate accounting, financial and other operational records; resolve disputes; and enforce our agreements. We will never retain your information for a period longer than permitted by law.

We determine the appropriate retention period for personal information on the basis of the amount, nature, and sensitivity of the personal information being processed; the purpose for which it was collected; the potential risk of harm from unauthorized use or disclosure of the personal information; whether we can achieve the purposes of the processing through other means; and applicable legal requirements.

After expiration of the applicable retention periods, your personal information will be deleted. As discussed below, you may have the right to request we delete this information earlier.

Accessing and Updating Your Information

To the extent provided by the law of your jurisdiction, you may:

- Have the right to access certain personal information we maintain about you and request details about how we process it;
- Request certain information regarding our disclosure of personal information to third parties;
- Request that we update or correct inaccuracies regarding your personal information;
- Object to our use of your personal information;
- Ask us to block or delete your personal information from our database;
- Request to download the information you have shared on the Services; and
- Confirm whether Service Direct stores your data in the United States.

You may make these requests and any other inquiries about this Privacy Policy by emailing support@servicedirect.com or calling us at (877) 978-1099. Any such requests are subject to the protection of other individuals' rights and applicable law. Additionally, to help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the requested information.

Additional Privacy Information

Data Transfer

Our databases are currently located in the United States. Service Direct makes no claim that its Services are appropriate or lawful for use or access outside the United States. If you access the Services from outside the United States, you are consenting to the transfer of your personal information from your location to the United States. You are solely responsible for complying with all local laws, rules and regulations regarding online conduct and access to the Services. By providing us your information, you further consent to its storage within the United States.

Collection of Data from Children

The Services are not directed to children, and you may not use the Services or provide any personal information to Service Direct if you are under the age of 16 (or the lowest age permitted by applicable law) or if you are not old enough to consent to the processing of your personal information in your country. We do not collect or process personal information of individuals under the age of 16 or the lowest age permitted by applicable law unless we receive all necessary consents from the individual's parent or guardian.

California Resident Privacy Rights

California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please e-mail us or contact us through the methods stated above. For more information regarding your rights under California law, please see the "[California Resident Rights](#)" section below.

California Resident Rights

If you are a California resident, you have certain rights under the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 ("**CCPA**"), to request us to explain how we collect, use, share your personal information, and the rights and choices we offer California residents regarding our handling of your personal information. The CCPA currently defines "personal information" as "information that identifies, relates to, describes, is

capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.”

Personal Information Collection, Use, and Disclosure

- We describe the sources through which we collect personal information and the types of personal information collected in the “[Information We Collect from You](#)” section in this Privacy Policy and in the table below.
- We describe the third-party sources from which we may collect certain of your personal information and the types of personal information collected in the “[Information We Collect from You](#)” section of this Privacy Policy.
- We describe the purposes for which we use and share this information in the “[How We Use Your Information](#)” section of this Privacy Policy.
- Information about how long we retain your personal information can be found in the “[Data Retention](#)” section of this Privacy Policy.

Does Service Direct Collect This Information?	Category of Personal Information	Examples
YES	A. Identifiers, such as name and location	Identifiers such as real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, account name, SSN, driver’s license number, passport number or other similar identifiers.
YES	B. Personal information, as defined in the California customer records law, such as contact (including email and telephone number) and financial information	A name, signature, physical characteristics or description, address, telephone number, education, employment, and employment history. Some personal information included in this category may overlap with other categories.
NO	C. Characteristics of protected classifications under California or federal law (if you choose to provide them), such as age, gender identity, marital status, sexual orientation, race, ancestry, national origin, religion, and medical conditions	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
NO	D. Commercial information, such as transaction information and purchase history	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
NO	E. Biometric information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as fingerprints, faceprints, and

		voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.
YES	F. Internet or network activity information, such as browsing history and interactions with our Sites and App	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.
YES	G. Geolocation data, such as mobile device location	Physical location or movements.
YES	H. Audio, electronic, visual, and similar information, such as photos and videos	Audio and video information.
NO	I. Professional or employment-related information, such as work history and prior employer	Current or past job history.
NO	J. Non-public education information	Education records directly related to a student maintained by an educational institution or party acting on its behalf.
NO	K. Inferences drawn from any of the personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

California Privacy Rights Under the CCPA

To the extent provided for by law and subject to applicable exceptions, California residents have the following privacy rights in relation to the personal information we collect:

1. Right to request access to information about categories of personal information Service Direct has collected about you, specific pieces of personal information Service Direct has collected about you, categories of sources from which the personal information is collected, the business or commercial purpose for collecting personal information, and categories of third parties with whom the business shares personal information.
2. Right to request deletion of any personal information collected about you by us.
3. Right to opt-out of the sale of personal information or the sharing of personal information for cross-context behavioral advertising purposes. Please note that we do not sell personal information we collect from you, nor do we share it for cross-context behavioral advertising purposes, in accordance with the applicable definitions in the CCPA and its supplemental regulations.
4. Right against discrimination because you exercised the rights available to you.
5. Right to protection against waiver of rights.
6. Right to correct any inaccurate personal information.

7. Right to restrict sensitive personal information processing.

You can exercise these rights as further described in the “Exercising Your Rights under State Law” section below.

Exercising Your Rights under State Law

You can request to exercise the rights granted to you under the CCPA as set forth below in the “How to Contact Us” section below. You may request to exercise these rights by yourself or via an authorized agent who meets the agency requirements of the CCPA. Once you submit a request to exercise your rights, you agree to receive communications from Service Direct in order to verify your identity as the individual from whom we collected the personal information and to request other information as reasonably required to enable us to fulfill your request. We will not fulfill any request unless you have provided sufficient information for us as described in the previous sentence as well as sufficient details necessary to help us handle the request.

How to Contact Us

You can call us at (877) 978-1099, e-mail us at support@servicedirect.com or write to us at:

Sagax Media, LLC (d/b/a Service Direct)
Attn: Privacy Dept.
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