

# Privacy Policy

Last Updated: September 28, 2026

Dwelling Management, Inc., d.b.a. Topline Pro ("we," "our," or "us") provides websites and communication tools for local service professionals (the "Platform"). When you submit a request, message a professional, or interact with the Platform, your information is collected by us and shared. This Policy explains how we, Dwelling Management, Inc., d.b.a. Topline Pro, collect, use, and share your information as the platform provider. For the avoidance of doubt, this Policy does not cover how the professionals you are contacting collect and handle your information, which is governed by their own business and privacy practices.

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## Information We Collect

We collect the information you choose to provide when filling out forms or having conversations via the Platform, including but not limited to:

- Name, email address, phone number, and service details
- Messages, files, or attachments you submit
- Technical information such as browser, device type, and IP address

We collect the contents of custom messages (including any photographs provided) that are sent through the forms, chat platforms, including our online live chat or automated chat functions (such as our AI-powered business coach), email addresses, or other contact information we make available to customers, as well as recordings of calls with us, where permitted by law (including through the use of automated or artificial intelligence tools provided by us or our third-party providers).

We also collect information automatically through cookies, pixels, and similar technologies to understand usage, improve our platform, and support analytics.

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## Communications Between Homeowners and Professionals

When you communicate with a service professional through the Platform (including via form submission, text message, voice chat, or online chat), we facilitate and may capture the content and metadata of those communications. This allows us to:

- Deliver the form and conversation to the intended recipient
- Maintain records for customer support and dispute resolution
- Monitor for spam, fraud, or misuse
- Improve the quality and reliability of our services

We may use third-party providers for SMS and calls, AI-responses and processing, and chat infrastructure providers to enable these services. These providers process information on our behalf and under their own privacy terms.

You consent to receive text messages by providing your mobile number and agreeing to the consent language shown at the point of collection. Consent is not a condition of purchase. Messages relate to the request you submitted and your continuing communication with the relevant service professional. Messages may be automated and frequency varies. Message and data rates may apply. Carriers are not liable for delayed or undelivered messages. Reply HELP for assistance or STOP to opt out at any time.

We use your mobile number and the content of your messages to deliver them to the service professional you contacted and to deliver their replies to you (including automated messages and reminders), to honor your help and opt-out requests, to keep records of consent as required by carrier rules and applicable law, to provide customer support and resolve disputes, and to detect and prevent spam, fraud, and abuse.

We do not share, sell, rent, or otherwise provide your mobile phone number or your text messaging consent data to third parties or affiliates for marketing or promotional purposes.

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## How We Use Your Information

We use collected information to:

- Deliver your request or communication to the service professional
- Facilitate conversations between homeowners and professionals
- Share information and analytics with professionals
- Improve, secure, and maintain our platform

- Conduct analytics to enhance features and user experience
- Prevent fraud and support troubleshooting

In addition to the primary purposes for using personal data described above, we may also use personal data we collect to develop, operate, improve, maintain, protect, and provide the features and functionality of our products and services (including by training or fine-tuning our and our third-party providers' artificial intelligence and machine learning models).

As noted above, we may use personal data to improve our services and train or fine-tune the artificial intelligence and machine learning models that power our platform and services.

However, mobile phone numbers and text messaging consent data are not disclosed to any third party for the purpose of training or fine-tuning that third party's artificial intelligence or machine learning models.

We do **not** sell your personal information.

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## How We Share Your Information

We may share your information in the following ways:

- **With the service professional you contacted** so they can respond to your request or communication
- **In aggregate analytics with service professionals** to inform their business
- **With trusted third-party partners** that help us operate the Platform, including:
  - A2P text message, phone call, and forwarding number partners
  - AI Model Providers
  - Analytics and tracking providers
  - Hosting and security providers

None of the sharing described above involves providing your mobile phone number or text messaging consent data to any third party or affiliate for marketing or promotional purposes. Our A2P text message, phone call, and forwarding number partners receive your mobile number solely in order to transmit the messages and calls you have requested or consented to. The aggregate analytics we share with service professionals do not include mobile phone numbers or text messaging consent data.

We may also disclose information if required by law or as part of a merger, acquisition, or business transfer.

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## Cookies and Tracking

The Platform uses cookies and tracking technologies to:

- Recognize repeat visitors
- Monitor site traffic and performance
- Understand user behavior for platform improvements
- Support marketing and retargeting (where applicable)

Mobile phone numbers and text messaging consent data are not provided to advertising or retargeting providers and are not used to build or enrich advertising audiences.

You can control cookies through your browser settings. Disabling cookies may limit some functionality.

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## Data Retention

We retain form submissions and communications for as long as necessary to provide services, support customer requests, comply with legal obligations, and ensure security. The service professional you contact may also retain your information separately under their own privacy practices.

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## Security

We use industry-standard technical and organizational measures to protect personal information. However, no method of online transmission or storage is 100% secure.

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## Your Rights

Depending on your location, you may have rights to access, update, or delete your personal information. To exercise these rights, contact us at [support@toplinepro.com](mailto:support@toplinepro.com). You may withdraw your consent to text messages at any time by replying STOP to any message or by contacting us. For requests related to how a service professional uses your information, please contact them directly.

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## Changes

We may update this Policy from time to time. The "Last Updated" date reflects the most recent version.

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## Contact Us

If you have questions about this Policy, please contact us at [support@toplinepro.com](mailto:support@toplinepro.com).