

A.L.E LLC — Updated B2B Launch Packet

This document contains the updated Privacy Policy — B2B Custom Apps and Master Services Agreement — B2B Custom Apps for A.L.E LLC using the values provided by the business owner in this conversation [file:1].

Privacy Policy — B2B Custom Apps

Effective: 7/1/2026

Last updated: 7/8/2026

1. Introduction

A.L.E LLC ("My M&A Coach", "we", "us") builds and operates M&A Cold Call Simulator at <https://mymacoach.com> (the "Service"). This Privacy Policy covers how we handle personal information about our business customers and their contacts [file:1].

2. Two Types of Data

We handle two distinct categories of data:

- **Service Data** — information about you and your team that we collect to provide and improve the Service.
- **Customer Data** — data you submit to the Service on behalf of your own customers or users; this is governed by our agreement with you, and we act as your data processor [file:1].

If you are an end user of a customer's application built on our platform, direct your privacy questions to that customer [file:1].

3. Service Data We Collect

- Account and contact information: name, email address, job title, company name.
- Billing information: processed by our payment provider — we do not store full card numbers.
- Usage data: features accessed, API calls, session logs.
- Support communications [file:1].

We do not intentionally collect sensitive health, biometric, or similar regulated personal data through the Service based on the product details provided for this launch packet.

4. Customer Data We Process

Customer Data is everything your customers or users submit through your application. We process it only according to your instructions to provide the Service. We do not use Customer Data for our own purposes [file:1].

Upon termination of your account, we return or delete Customer Data within 30 days as specified in our Data Processing Agreement [file:1].

5. How We Use Service Data

We use Service Data to deliver and improve the Service, process billing and payments, provide customer support, detect fraud and security threats, and comply with legal obligations [file:1].

6. How We Share Service Data

We share Service Data only with:

- **Stripe for payments** — our service provider for payment processing. It may only use data to provide services to us.
- Legal authorities when required by law.
- Business successors in a merger or acquisition [file:1].

7. Data Retention

We retain Service Data while your account is active and for 90 days after termination. Customer Data is returned or deleted within 30 days of termination. Financial records are retained as required by applicable tax law [file:1].

8. Security

We use industry-standard security practices including encryption in transit and at rest. In the event of a breach affecting Customer Data, we will notify you in accordance with applicable US law [file:1].

9. Your Privacy Rights

Business contacts whose Service Data we control may request access, correction, or deletion by emailing Coachlisa@mymacoach.com. We respond within 30 days [file:1].

California users have rights under CCPA including the right to know what personal information we collect, use, and share; the right to delete personal information; and the right to opt out of the sale of personal information. We do not sell personal information [file:1].

Residents of Virginia, Colorado, Connecticut, and Utah have similar privacy rights under their respective state laws, including rights to access, delete, and opt out of the sale of personal information [file:1].

10. Children's Privacy

Our Service is designed for business customers and is not directed at children under 13 [file:1].

11. Changes to This Policy

We will notify customers of material changes via email at least 30 days before they take effect [file:1].

12. Contact

Email: Coachlisa@mymacoach.com

Address: A.L.E LLC, 8401 Mayland Dr., Ste A, Richmond, VA 23294

Master Services Agreement – B2B Custom Apps

Effective: 7/1/2026

Last updated: 7/8/2026

1. Agreement

This Master Services Agreement ("Agreement") is between A.L.E LLC ("My M&A Coach", "Provider") and the customer who accepts it ("Customer"). It governs all projects and subscriptions agreed between the parties [file:1].

Specific project scope, timelines, and fees are documented in Statements of Work (SOWs) or Order Forms. In case of conflict, the SOW or Order Form takes precedence over this Agreement [file:1].

2. Services

Provider will deliver the services described in each SOW. Changes to agreed scope require a written Change Order signed by both parties [file:1].

Customer agrees to provide timely access and decisions needed by Provider, make appropriate personnel available, and review deliverables within 5 business days. Provider is not responsible for delays caused by Customer's failure to do so [file:1].

3. Fees and Payment

Fees are as specified in each SOW or Order Form. Invoices are due within 30 days of the invoice date. Late payments accrue interest at 1.5% per month. Provider may suspend Services for payments more than 30 days overdue after written notice [file:1].

For subscription services, renewals are automatic. Either party may cancel with 60 days written notice before the renewal date [file:1].

4. Intellectual Property

Provider's Background IP:

Provider retains all pre-existing tools, frameworks, methodologies, systems, prompts, code libraries, APIs, integrations, and reusable components. Nothing in this Agreement transfers that IP to Customer [file:1].

Work Product:

Provider retains ownership of all Work Product and related intellectual property created under this Agreement. Provider grants Customer a perpetual, worldwide, non-exclusive, royalty-free license to use the Work Product for Customer's internal business purposes. Customer acknowledges that any ongoing third-party API fees, usage charges, or pass-through platform costs required to operate, access, or maintain the delivered solution after delivery will be the Customer's responsibility.

Customer Data:

Customer retains all ownership of its data. Provider receives no rights except as needed to perform the Services [file:1].

Feedback:

Customer feedback is non-confidential. Provider may use it to improve its products and services [file:1].

5. Confidentiality

Each party will keep the other's confidential information in strict confidence, use it only for the purposes of this Agreement, and restrict access to personnel with a need to know. This obligation survives termination for 3 years [file:1].

Confidential information does not include information that is publicly known, was already known to the recipient, is independently developed, or must be disclosed by law [file:1].

6. Data and Privacy

Provider processes Customer Data as a data processor according to Customer's instructions. The Privacy Policy at <https://mymacoach.com/privacy> describes Provider's data practices. Customer data is deleted within 30 days of termination [file:1].

7. Term and Termination

This Agreement continues until terminated. Either party may terminate for material breach if the breach is not cured within 30 days of written notice. Either party may terminate for convenience with 60 days written notice [file:1].

On termination, all licenses end, Customer may export data within 30 days, Provider deletes Customer data within 90 days, and outstanding fees become immediately due [file:1].

8. Warranties

Provider warrants that the Services will perform materially as described in applicable documentation, and that Provider has the right to grant the licenses in this Agreement. Customer's remedy for warranty breach is re-performance or a prorated refund [file:1].

All other warranties are disclaimed. Some states do not allow limitations on implied warranties, so some of the above limitations may not apply [file:1].

9. Limitation of Liability

Each party's total liability will not exceed the fees paid by Customer in the 12 months preceding the claim. Neither party is liable for indirect, consequential, or punitive damages [file:1].

These limitations do not apply to liability for death or personal injury, fraud, or wilful misconduct [file:1].

10. Mutual Indemnification

Provider will defend Customer against third-party claims that the Services infringe third-party intellectual property rights, provided Customer promptly notifies Provider and cooperates in the defense [file:1].

Customer will defend Provider against third-party claims arising from Customer's misuse of the Services, Customer Data, or Customer's violation of applicable law [file:1].

11. Force Majeure

Neither party is liable for delays caused by events beyond their reasonable control. If a force majeure event continues for more than 30 days, either party may terminate the affected services with written notice [file:1].

12. Dispute Resolution

Parties will first attempt to resolve disputes through senior management escalation. If unresolved within 30 days, disputes will be submitted to binding arbitration under AAA Commercial Rules in Williamsburg, VA [file:1].

13. Governing Law

This Agreement is governed by the laws of Virginia, USA [file:1].

14. General

- **Entire Agreement:** This Agreement and all SOWs/Order Forms constitute the full agreement between the parties.
- **Amendments:** Changes require written agreement by both parties.

- **Assignment:** Neither party may assign without the other's consent, except in a merger or acquisition.
- **Independent Contractors:** The parties are independent contractors; no employment or partnership relationship is created.
- **Severability:** If any provision is unenforceable, the rest remains in effect [file:1].

15. Contact

Email: Coachlisa@mymacoach.com

Address: A.L.E LLC, 8401 Mayland Dr., Ste A, Richmond, VA 23294