

Another Brilliant Idea, Inc. | Master Privacy Policy

Effective date: October 10, 2026 • Applies to: anotherbrilliantidea.com; funeral-crm.com; compassion-concierge.io; BrilliantMobile.com

1. Scope and our role

This Privacy Policy describes how Another Brilliant Idea, Inc. ("ABI," "we," "us," or "our") collects, uses, shares, retains and protects personal information through its websites, marketing agency activities, business services, Funeral-CRM, Compassion Concierge, BrilliantMobile and other services that link to this policy.

ABI acts as a business deciding how to use information for its own operations. When providing CRM, chatbot, voice, marketing and communications services for a funeral home or other business client, ABI generally handles end-user information on that client's behalf and under its instructions. Such clients remain responsible for their own privacy notices, legal grounds for collection and use, and responses to family inquiries.

2. Information we collect

Identifiers and business details: names, email addresses, telephone numbers, business names, job titles, mailing and billing addresses, and account identifiers.

Transactions and account details: purchased services, subscription status, payments and invoices. Payments are processed using external providers such as Stripe.

Digital activity: browser and device details, IP address, site usage, referral pages, cookies, pixels and advertising interactions.

Communication contents: inquiries, emails, text messages, chatbot and AI conversations, call and voicemail content, and recordings where enabled and lawfully made.

Client-provided materials: imported contacts and records, documents, files, scheduling information and other information submitted by clients or their customers. Funeral-home interactions may involve sensitive family information voluntarily supplied by users, even when not requested by ABI.

3. Sources of information

We collect information directly through forms, purchases, appointments, phone calls, texts, email, web chat and AI tools; automatically through cookies and site technologies; and from authorized business clients that upload or connect records to our services. We do not buy or rent contact lists for our ordinary marketing operations.

4. How information is used

We use information to provide and administer services, create accounts, handle billing, answer inquiries, provide support, schedule appointments, carry out requested communications, run client-authorized automations and AI assistants, improve services and client-specific assistant performance, measure advertising, protect security, comply with legal duties, and manage contracts or disputes.

Where ABI processes a client's records on the client's behalf, the client controls the authorized purposes. ABI does not use one client's private transcripts or recordings to train or improve another client's assistant absent lawful authorization.

5. AI assistants, calls and sensitive conversations

Compassion Concierge and other AI tools may identify themselves as automated assistants, answer general questions, collect contact details, request appointments or human callbacks, send authorized follow-up messages, summarize and store conversations, and escalate matters to human staff.

AI may give incomplete or inaccurate information. Grief support and funeral-planning answers are general information, not medical or mental-health treatment, legal advice, crisis response, or a substitute for the relevant funeral home's professional judgment. Users should confirm material service details, pricing, and arrangements with a human representative.

Authorized ABI personnel and the relevant client's authorized staff may access applicable conversations and recordings to support and operate the service. Calls are recorded only where enabled and applicable notice and consent requirements have been met. Voice or chat users should avoid sharing information not needed for their request.

6. Cookies, analytics and advertising

Our websites may use essential cookies, Google Analytics and Tag Manager, Google Ads conversion tools, Meta Pixel, remarketing technologies and similar services to understand site activity and measure or target marketing.

Advertising-related transfers of device or browsing information may be treated as a “sale” or “sharing” under certain privacy laws even when no list is sold. We do not sell or rent our permission-based contact lists.

7. When information is disclosed

We disclose information as reasonably necessary to contracted hosting and cloud providers, GoHighLevel/LeadConnector, messaging and telecom providers (including Twilio where used), payment processors, AI-model providers, email and appointment platforms, marketing and analytics platforms, approved support contractors, advisers, legal authorities when required, and successors in legitimate business transactions.

Mobile messaging opt-in information and consent records are not sold or shared with outside parties or affiliates for their independent promotional messaging. We may transmit mobile data to providers needed to deliver authorized messages, subject to appropriate contractual and technical safeguards.

8. Text and email preferences

When you affirmatively opt into an ABI marketing text program, message frequency varies by campaign. Message and data rates may apply. Marketing SMS consent is optional and not a condition of purchase. Reply STOP to opt out or HELP for support; reasonable natural-language opt-outs are also honored. Contact (951) 356-7711 or Support@AnotherBrilliantIdea.com for ABI messaging assistance.

Our clients may send separately branded service, aftercare, pre-need, appointment and promotional texts using our systems. Consent to messages from one sender is not consent to another sender’s marketing. Each client controls its own messaging program and must provide legally required notices and obtain required consent.

Commercial emails provide an unsubscribe method; unsubscribe requests are honored. Transactional messages necessary to complete or administer services may continue as permitted by law.

9. Security and retention

We use individual credentials, two-factor authentication, access permissions, HTTPS connections and third-party secure cloud hosting. No electronic security control guarantees absolute protection.

We generally retain ABI account information during the customer relationship and for a reasonable period afterward for legal, security, billing, backup or dispute purposes. Client-controlled information is kept, exported, deleted or retained according to authorized instructions, applicable agreements and law.

10. Your rights and requests

Depending on applicable law and our role, you may have rights to access, correct, delete or obtain information and to opt out of certain targeted-advertising disclosures. Send ABI privacy requests to steve@AnotherBrilliantIdea.com. We may take reasonable steps to verify identity and will respond as required by law.

For records held on behalf of a funeral home or another client, contact that business in the first instance; ABI can assist the responsible client.

11. Children, outside links and geography

ABI markets its business services to adults and organizations, not children under 18. Some minors may visit a funeral home’s website or otherwise encounter services run for clients; the client must adopt legally appropriate collection practices.

Linked independent websites maintain their own policies. Our providers may process information in the United States or other locations; [VERIFY ACTUAL HOSTING LOCATIONS AND INTERNATIONAL TRANSFER REQUIREMENTS].

12. Updates and contact

We may revise this Privacy Policy and post the revised date; additional notice will be provided where required.

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