



Help Holdings, LLC
Parent Company
Tow360™ Platform

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Tow360™ Cookie Policy

November 2025
Effective Date

1. What Are Cookies?

Cookies are small files stored on your device to help websites function and measure performance.

2. Types of Cookies We Use

Essential Cookies — Required for login and security.
Analytics Cookies — Track page views and performance.
Functionality Cookies — Store preferences and settings.
Advertising Cookies — Used only with consent.

3. How to Manage Cookies

You may disable cookies in your browser settings.
Disabling essential cookies may prevent some features from functioning.

4. Third-Party Cookies

We use third-party tools such as:

- Google Analytics
- Google Tag Manager
- Heat-mapping tools (when enabled)
- SMS/call tracking tools

5. Updates

We may update this policy at any time.

5. Data Processing Addendum (Simple Version)

(This is optional but good protection for clients who ask about data compliance.)

Data Processing Addendum (DPA)

Between:

Tow360™ / Ad Insight Digital Marketing, LLC (“Processor”)

and

Client (“Controller”)

Purpose:

The Processor handles data on behalf of the Controller for digital marketing, analytics, and communication services.

1. Data Handling

Processor will only process personal data:

- As directed by the Controller
 - As necessary to deliver contracted services
 - In compliance with applicable laws
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2. Security

Processor uses:

- Encrypted connections
 - Secure hosting
 - Controlled access
 - Data minimization practices
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3. Sub-Processors

Processor may use trusted partners such as:

- Hosting platforms
- SMS carriers
- Analytics tools
- Payment processors

All sub-processors must follow equivalent security standards.

4. Data Rights

Controller may request:

- Access to data
 - Correction
 - Deletion (unless legally required to retain records)
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5. Breach Notification

Processor will notify Controller promptly of any data breach.