

# PRIVACY POLICY

OTR, LLC — Provider of Canick AI Products

Last Updated: April 2026

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## 1. Introduction

OTR, LLC (“we,” “us,” or “our”) develops and operates the Canick family of AI-powered products for local businesses, including Canick Voice (AI receptionists), Canick Dashboard (real-time operations), and related automation and messaging services. This Privacy Policy explains how we collect, use, and protect information gathered through our services.

## 2. Information We Collect

We collect the following information when you interact with our AI-powered services:

- Your name (when provided during a call or chat)
- Your phone number
- The content of your conversation with our AI receptionist
- The date and time of your interaction
- Information you voluntarily provide such as service needs, appointment preferences, and contact preferences
- Employee/technician phone numbers provided by our business clients for operational dispatch purposes

## 3. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and provide customer service
- Send you information you specifically requested via SMS, including reservation links, business addresses, appointment confirmations, and contact information
- Send operational dispatch notifications to on-call employees and technicians on behalf of our business clients
- Connect you with the appropriate business or service representative
- Improve our AI receptionist and automation services
- Maintain records for our clients (business operators)

## 4. SMS Messaging

Our services send two types of SMS messages:

**Customer Informational Messages:** When you interact with one of our AI receptionists by phone and request information via text — or when our AI receptionist asks if you’d like information sent via text and you verbally consent — you will receive an SMS containing the information you requested. All calls are recorded, preserving verifiable proof of verbal consent. These are one-time, non-recurring messages sent only in response to your specific request.

**Employee Dispatch Messages:** Our business clients authorize OTR, LLC to send operational SMS notifications via the Canick platform to their on-call employees and technicians as part of their service dispatch workflow. Employee phone numbers are provided by the employer during system onboarding. These messages contain callout details, service requests, and accept/decline links. Message frequency varies based on call volume.

**Message and data rates may apply.** Contact your wireless carrier for details about your plan's messaging rates. Message frequency varies based on your interactions with our services. You may opt out at any time by replying STOP to any message.

## 5. How We Share Your Information

We share your information only with:

- The business operator (our client) whose AI receptionist or dispatch system you interacted with
- Service providers who assist us in operating our platform (such as telephony and messaging providers)

**We do not sell, rent, or share your mobile phone number or personal information with third parties for marketing or promotional purposes.**

## 6. Data Retention

We retain call logs and interaction data for up to 12 months unless a longer retention period is required by our clients or applicable law.

## 7. Data Security

We implement industry-standard security measures to protect your information from unauthorized access, disclosure, or misuse.

## 8. Your Rights

You have the right to:

- Request access to the information we hold about you
- Request deletion of your information
- Opt out of SMS communications at any time by replying STOP

## 9. Contact Us

If you have questions about this Privacy Policy or your data, please contact us at:

**OTR, LLC**

Billings, Montana

Email: [jim@canick.co](mailto:jim@canick.co)

Phone: (818) 400-1331

Web: [canick.co](http://canick.co)

## 10. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify affected parties of significant changes. Continued use of our services after changes constitutes acceptance of the updated policy.

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