

# AsterFive Privacy Policy

---

**Last Updated: May 3, 2026**

**Company:** AsterFive LLC

**Products/Services Covered:** AsterFive Reply and CoolerCount

## 1. Introduction

This Privacy Policy explains how AsterFive LLC (“AsterFive,” “we,” “us,” or “our”) collects, uses, stores, shares, and protects information in connection with AsterFive’s websites, software, services, support, and related offerings, including AsterFive Reply and CoolerCount (collectively, the “Services”).

By using the Services, purchasing a license, starting a trial, submitting information to us, or authorizing us to act on your behalf, you agree to the practices described in this Privacy Policy.

## 2. Services Covered by this Policy

This Policy applies to, among other offerings:

- **AsterFive Reply:** a restaurant review-response service that receives publicly available Google customer reviews, evaluates the review, drafts a professional response using a combination of AI tools and human supervision, and posts authorized replies to Google on behalf of the restaurant.
- **CoolerCount:** a Windows and Mac software product for restaurant inventory, vendor management, ordering and receiving, menu management, menu items, recipes, menu photos, printable PDF menus, ingredients lists, and AI-assisted nutrition and food-safety information.

Some Services may be delivered through software installed on a customer’s computer, some may be provided through AsterFive’s website or systems, and some may involve third-party platforms or APIs such as Google Business Profile, payment processors, analytics providers, or AI service providers.

## 3. Information We Collect

### 3.1 Personal and Business Contact Information

When you request information, start a trial, purchase a license, subscribe to a service, receive support, or communicate with us, we may collect your name, business name, role/title, mailing address, email address, phone number, website, restaurant location, and related contact details.

### 3.2 Billing Information

When you purchase a Service, billing information may be collected and processed by our payment provider. AsterFive does not intend to store full credit-card numbers on its own servers. Payment processing may be handled by third-party payment providers such as Stripe, subject to their own privacy and security practices.

### 3.3 AsterFive Reply Information

For AsterFive Reply, we may collect, receive, access, process, or store information needed to provide review-response services, including:

- Publicly available Google customer reviews, including review text, rating, review date, reviewer display name, reviewer profile information that Google makes public, and any existing owner reply;
- Restaurant business profile information, business location, website, contact information, and review-response preferences;
- Draft review responses, final review responses, customer-approved response instructions, internal notes, and quality-control information;
- Authorization information needed to post replies on behalf of the restaurant, such as Google Business Profile permissions or related access status; and
- Customer communications with AsterFive about review handling, tone, escalation, approval preferences, and service settings.

Although Google reviews are generally public, AsterFive treats review-response information as customer service data and uses it only as reasonably necessary to provide and improve the Services, comply with law, resolve disputes, maintain records, and protect our rights.

### 3.4 CoolerCount Software and Restaurant Operations Data

CoolerCount may allow users to create, enter, import, upload, store, export, or process restaurant operations data, including inventory items, vendors, purchase/restock orders, receiving records, menu items, recipes, ingredients, menu photos, cost information, menu PDFs, nutrition estimates, allergen/sensitivity notes, and related business information (“CoolerCount Data”).

Depending on the version, configuration, support request, licensing method, and features used, CoolerCount Data may be stored locally on the customer’s computer or systems, transmitted to AsterFive, transmitted to third-party service providers, or processed through APIs. AsterFive does not routinely access locally stored CoolerCount Data unless the customer provides it to AsterFive, requests support, uses a feature that transmits data, or enables a connected service.

### 3.5 AI, Nutrition, Recipe, and Food-Safety Information

CoolerCount may use AI API calls or third-party data sources to estimate or generate nutrition information, ingredient attributes, allergen or sensitivity flags, and food-safety-related information. To provide these features, recipe names, ingredients, quantities, preparation notes, menu item descriptions, and related information may be transmitted to AI service providers or other data providers.

AsterFive Reply may also use AI API calls to help assess reviews and draft review responses. Review text, business context, response instructions, and draft or final response content may be processed by AI service providers or other service providers assisting AsterFive.

### 3.6 Diagnostic, License, Support, and Login Information

We may collect license activation status, subscription status, device or installation identifiers, operating system, application version, crash reports, error logs, support files, browser information, IP address, cookie or session information, and similar technical data used to activate licenses, administer accounts, provide support, improve the Services, prevent abuse, and troubleshoot issues.

### 3.7 Website, Analytics, and Cookie Information

As you navigate AsterFive websites or use online features, we may collect website navigational information such as browser type, IP address, pages viewed, links clicked, referring pages, device information, and similar analytics data. We may use cookies, web beacons, analytics tools, or similar technologies to operate, improve, secure, and analyze the Services.

### 3.8 Location Information

AsterFive does not intend to collect precise real-time geolocation information unless a Service feature specifically requires it and you authorize or provide it. We may collect restaurant addresses, service locations, billing addresses, or general location information that you provide or that is needed to provide the Services.

## 4. How We Use Information

AsterFive may use information to:

- Provide, operate, license, renew, support, and improve AsterFive Reply, CoolerCount, and related Services;
- Download, review, draft, approve, and post authorized Google review replies for AsterFive Reply customers;
- Operate CoolerCount features, including inventory, vendor, ordering, receiving, menu, recipe, PDF-menu, photo, nutrition, and food-safety functions;
- Generate AI-assisted content, including review-response drafts and nutrition, allergen, and food-safety estimates;
- Process payments, administer accounts, issue invoices, manage trials, enforce license terms, and process cancellations and refunds;
- Communicate about support, updates, product announcements, security notices, policy changes, renewals, and account matters;
- Monitor, secure, debug, and improve our websites, software, systems, and Services;
- Comply with legal obligations, respond to lawful requests, prevent fraud or misuse, and protect AsterFive, customers, users, and the public; and
- Create aggregated or de-identified information that does not reasonably identify a specific individual or customer.

## 5. AI-Assisted Features and Customer Responsibility

AI-generated or AI-assisted outputs may be incomplete, inaccurate, outdated, inconsistent, or unsuitable for a particular customer, recipe, menu, jurisdiction, dietary need, allergen disclosure, or business purpose. Customers are responsible for reviewing, verifying, approving, and deciding whether to use any AI-assisted review reply, nutrition estimate, allergen designation, gluten-free statement, lactose-free statement, food-safety statement, menu content, or other output before publishing, relying on, or sharing it.

AsterFive does not represent that AI-assisted nutrition, allergen, dietary, or food-safety information is a substitute for laboratory testing, certified nutritional analysis, legal review, regulatory compliance review, professional dietetic advice, or food-safety expertise.

## 6. How We Share Information

AsterFive does not sell, rent, or trade customers' personal information. We may share information in the limited circumstances below:

- With service providers and contractors who help us provide, operate, analyze, support, or improve the Services, such as hosting, storage, payment processing, analytics, email, database, customer support, AI API, content creation, and review-management providers;
- With Google or other third-party platforms when a customer authorizes us to access, download, manage, or post information through those platforms, including posting public review replies on behalf of a restaurant;
- With AI service providers or data providers as reasonably necessary to generate, process, or improve customer-requested AI-assisted outputs;
- With a customer's authorized users, employees, agents, representatives, or administrators;
- When required or permitted by law, subpoena, court order, government request, legal process, or to protect rights, safety, property, security, or prevent fraud or misuse;
- In connection with a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction, subject to appropriate confidentiality or continuity protections where applicable;
- With public audiences when the customer directs or authorizes us to post content publicly, such as Google review replies or publicly available menu materials; and
- As aggregated or de-identified information that does not reasonably identify a specific person or customer.

## 7. Third-Party Services and Platforms

The Services may depend on or integrate with third-party services, platforms, APIs, and websites, including payment processors, Google services, review-management platforms, analytics providers, AI service providers, hosting providers, and customer-selected vendors. Third-party services are governed by their own terms and privacy policies. AsterFive is not responsible for the privacy, security, availability, accuracy, or practices of third-party services, except to the extent required by applicable law or a written agreement with AsterFive.

When you authorize AsterFive to access or act through a third-party platform, such as Google Business Profile, you are responsible for having the right to grant that authorization and for complying with that platform's terms, policies, and requirements.

## 8. Customer Content, Public Reviews, and Public Replies

AsterFive Reply is designed to help restaurants respond professionally to customer reviews. Google reviews and owner replies are generally public. When AsterFive posts a reply on behalf of a customer, the reply may be publicly visible and may remain visible after cancellation unless removed or modified through the applicable third-party platform. AsterFive is not responsible for how third parties or the public copy, share, index, quote, or use public review content or public replies.

Customers are responsible for the accuracy, tone, legality, and business appropriateness of content they approve, direct, or authorize AsterFive to post.

## 9. Data Retention and Deletion

We retain information for as long as reasonably necessary to provide the Services, maintain business records, comply with legal obligations, resolve disputes, enforce agreements, protect rights, and improve the Services. Retention periods may vary based on the type of information, Service used, customer instructions, legal requirements, and operational needs.

If a customer cancels a Service, AsterFive may retain certain records as needed for accounting, legal, refund, support, quality-control, backup, or legitimate business purposes. Locally stored CoolerCount Data may remain on the customer's own computer or systems unless the customer removes it. AsterFive may not have access to or control over locally stored CoolerCount Data.

Deletion requests may be submitted in writing to AsterFive. We will respond as required by applicable law and our operational obligations. Some information may remain in backups, logs, archives, public platforms, third-party systems, or business records for a limited period or as legally permitted.

## 10. Data Security

AsterFive uses reasonable administrative, technical, and organizational measures designed to protect information against unauthorized access, loss, misuse, alteration, or disclosure. No method of transmission, storage, software, or electronic processing is completely secure. Customers are responsible for securing their own devices, passwords, local networks, backups, user accounts, and authorized users.

## 11. Marketing and Publicity

AsterFive will not use a customer's company name, logo, testimonial, or similar identifying information in AsterFive marketing materials without the customer's express permission. We may use non-identifying, aggregated, or de-identified information for product, marketing, analytics, or business purposes.

## 12. Children's Privacy

The Services are intended for businesses and are not directed to children. AsterFive does not knowingly collect personal information from children under 13. If we learn that we have collected such information without appropriate consent, we will take reasonable steps to delete it.

## 13. U.S. Processing and International Transfers

AsterFive is based in the United States. Information may be processed and stored in the United States or other locations where AsterFive or its service providers operate. By using the Services or providing information, you understand that information may be transferred to and processed in the United States and other jurisdictions, which may have different privacy laws than your location.

## 14. Privacy Rights and Requests

Depending on your location, you may have rights to request access to, correction of, deletion of, restriction of, or portability of certain personal information, or to object to certain processing. To submit a privacy

request, contact AsterFive using the contact information below. We may need to verify your identity and authority before fulfilling a request.

California residents and residents of other jurisdictions may have additional rights under applicable privacy laws. AsterFive does not sell personal information as the term “sell” is commonly used in privacy laws. If AsterFive’s practices change, this Policy will be updated as required.

## **15. Changes to this Privacy Policy**

AsterFive may update this Privacy Policy from time to time. If we make material changes, we may notify customers by email, website notice, in-product notice, or another reasonable method. Continued use of the Services after an updated Policy becomes effective means you accept the updated Policy to the extent permitted by law.

## **16. Contact Us**

Questions, complaints, privacy requests, and notices may be sent to:

AsterFive LLC  
Attn: AsterFive Privacy Officer  
75-816 Hiona Street  
Holualoa, HI 96725  
Email: [Info@AsterFive.com](mailto:Info@AsterFive.com)