

# Privacy Policy

At [www.onalead.com](http://www.onalead.com) ("On A Lead," "we," or "us"), we understand how important privacy is to you. This Privacy Policy explains how we collect, use, and share personal information we obtain through our website, services, and business operations.

By registering with On A Lead and/or using this site (the "Site"), you consent to the policies described in this Privacy Policy. Each time you visit the Site or provide us with information, you consent to our collection, use, and sharing of your information as described here.

## 1. Information We Collect

We collect information in several ways:

### a. Information You Provide Directly:

- When you register, create an account, or complete forms, you may provide Personal Information such as your name, address, email address, phone number, payment details, and information related to your virtual marketing needs.

### b. Information We Collect Automatically:

- When you visit or interact with our Site or Services, we automatically collect certain statistical and technical data, which may include your IP address, browser type, device type, operating system, referring URLs, and pages visited.
- This automatically collected data may or may not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties.

### c. Information We Receive from Third Parties:

- We may receive Personal Information from reputable data providers and partners, who supply legally obtained consumer data. This data may include name, address, phone number, email address, demographic details, and marketing attributes. We combine this data with information we collect directly or automatically.

## 2. How We Use Information

We use Personal Information for purposes including:

- To provide, maintain, and improve our services;
- To process orders and payments;
- To customize and personalize your user experience;

- To conduct data analysis and business analytics;
- To communicate with you regarding your account, orders, and customer service needs;
- To send you marketing communications, offers, promotions, and newsletters, including via email, SMS, phone calls, or direct mail (where permitted by law or with your consent);
- To comply with legal obligations, enforce our policies, and protect our legal rights.

### **3. Sharing of Personal Information**

#### **a. Sharing with Clients and Service Providers:**

As part of our business operations, we may share Personal Information with:

- Clients who have engaged us to provide marketing or lead generation services;
- Authorized service providers who assist in data processing, marketing fulfillment, billing, web hosting, analytics, and related business functions.

All such sharing occurs under written agreements requiring recipients to maintain confidentiality, use data only for specified business purposes, and comply with applicable privacy laws.

#### **b. Legal Requirements:**

We may disclose Personal Information as required by law or legal process, to protect our rights, property, or safety, and to comply with regulatory or governmental requests.

#### **c. Aggregated or De-Identified Data:**

We may share non-identifiable, aggregated data with partners for analytics, reporting, or business development purposes.

#### **d. Business Transfers:**

In the event of a merger, acquisition, reorganization, or sale of assets, Personal Information may be transferred as part of that transaction.

### **4. Sale of Personal Information**

On A Lead purchases Personal Information (PII) from third-party data providers and, in the ordinary course of business, we may resell such purchased third-party PII to our clients, partners, or authorized third parties for permitted business purposes, including but not limited to marketing services, lead generation, analytics, or account servicing.

We do not sell Personal Information that we have collected directly from individuals through our website or service registration processes. However, in the course of delivering our Services, we may disclose Personal Information collected directly from individuals to our clients, partners, or service providers for legitimate business purposes as described in this policy. All such disclosures are conducted under written contracts that limit the use of Personal Information and require the recipient to maintain the confidentiality of the data and comply with all applicable privacy laws and regulations.

## 5. Our Legal Basis for Collecting Personal Data

We collect and process Personal Information based on:

- Your consent, including express written consent as required under applicable telemarketing or text messaging laws;
- The need to perform contractual obligations and provide Services requested by you;
- Our legitimate business interests, including marketing, data analytics, fraud prevention, and security;
- Compliance with legal obligations or regulatory requirements.

## 6. Your Rights and Choices

You have the following rights concerning your Personal Information:

- **Access and Portability:** You may request a copy of Personal Information we maintain about you.
- **Correction:** You may request that we correct or update your Personal Information if it is inaccurate or incomplete.
- **Deletion:** You may request that we delete your Personal Information, subject to certain legal exceptions.
- **Limit Use for Marketing:** You may opt out of receiving marketing communications from us at any time.

To exercise these rights, please contact us using the contact information provided below. We will verify your identity before processing requests and will respond within a reasonable time as required by law. This can usually be done through contacting us at [support@onalead.com](mailto:support@onalead.com) or using the provided contact information.

## 7. TCPA and Express Written Consent

By clicking "Submit My Information," you provide express written consent to receive marketing and promotional communications from On A Lead, LLC, its agents, affiliates, and authorized third-party partners. These communications may include automated calls using an automatic telephone dialing system (ATDS), pre-recorded or artificial voice messages, emails, and text messages (SMS) to the number you provide, including mobile numbers.

This consent specifically relates to information about the products or services you are inquiring about. You understand that your consent is not required to make a purchase or obtain any goods or services from On A Lead, LLC. Providing this consent is completely voluntary.

Your mobile carrier may charge for these communications, and message and data rates may apply. Message frequency may vary. You may opt out at any time by replying "Stop" to any SMS message or by contacting On A Lead, LLC directly. You may also withdraw your consent at any time without penalty.

## **8. Cookies and Tracking Technologies**

We use cookies, web beacons, and similar technologies to:

- Personalize your experience;
- Analyze site usage and improve our services;
- Measure marketing campaign performance.

You may control cookie settings via your browser; disabling cookies may affect site functionality.

## **9. Third Party Links**

Our Site may contain links to websites operated by third parties. We are not responsible for the privacy practices, content, or security of such third-party websites. We encourage you to review the privacy policies of any third-party sites you visit.

## **10. Security**

We use reasonable physical, technical, and administrative safeguards to protect your Personal Information, including:

- SSL encryption for data transmissions;
- Access controls limiting employee access to data;
- Secure servers and monitoring systems.

## **11. Data Retention**

We retain Personal Information as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements.

## **12. Children's Privacy**

Our services are not intended for individuals under 18. We do not knowingly collect information from minors. If we learn that we have collected Personal Information from a minor, we will delete it promptly.

## **13. Changes to This Policy**

We may update this Privacy Policy periodically. Material changes will be posted on this page with an updated revision date. Continued use of our Site after updates constitutes acceptance of the revised policy.

## **14. Your California Privacy Rights**

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [support@onalead.com](mailto:support@onalead.com)

## **15. Contact Us**

If you have any questions or concerns regarding this Privacy Policy or wish to exercise your rights, please contact us:

On A Lead, LLC  
2103 Swift St, Ste 200  
North Kansas City, MO 64116  
Phone: (816) 548-3150  
Email: [support@onalead.com](mailto:support@onalead.com)

This Privacy Policy was last updated on 06/9/2025