

GBP Optimizers Privacy Policy

Last updated: October 1, 2023

GBP Optimizers (the "Service Provider") and [GBPOptimizers.com](https://gbptoolkit.com) (the "Site"), collectively the "Service", are owned and operated by Google Business Profile Optimizers, LLC (the "Company"). The terms "us", "we", or "our" are all inclusive of the Service Provider, the Site, and the Company. The terms "you", "your", "user", or "users" mean the person, persons, or non-human entity or entities, using or intending to use the Service. The Site is an e-commerce website.

Purpose

The purpose of this privacy policy ("Privacy Policy") is to inform users of the following:

- The data we may collect;
- Use of collected data;
- Who has access to the data collected;
- The rights of users; and
- The Site's cookie policy.

This Privacy Policy applies in addition to the [Terms and Conditions](#) of the Service.

Consent

By using the Service, you agree that you consent to:

- The conditions set out in this Privacy Policy; and
- The collection, use, and retention of the data listed in this Privacy Policy.

Data Collected Automatically

When you visit and use the Site, we may automatically collect and store the following information:

- IP address;
- Location;
- Hardware and software details;
- Clicked links; or
- Content viewed.

Data Collected in a Non-Automatic Way

We may also collect the following data when you use the Service:

- First and last name;
- Email address;
- Phone number;
- Address;
- Business Information;
- Feedback/comments; or
- Questions.

How We May Use Your Data

Your data the Service collects will not be used beyond what we disclose in this Privacy Policy or indicated on relevant pages of the Site.

The data we collect automatically is used for the following purposes:

- Statistics;
- Service improvements;
- User experience improvements; or
- Identifying or reporting bad actors.

The data we collect when the user performs certain functions may be used for the following purposes:

- Marketing;
- Communication; or
- Fulfilling service requests.

Who We May Share Your Data With

We may disclose user data to any team member of the Service Provider (including, but not limited to employees) or (a) third-party service provider(s) who reasonably need(s) access to said data to achieve the purposes set out in this Privacy Policy.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

- If the law requires it;
- If it is required for any legal proceeding;
- To prove or protect our legal rights; or
- To buyers or potential buyers of this Company in the event we seek to sell the Company.

If you follow hyperlinks from the Site to another Web site, please be advised we are not responsible for nor have control over that Web site's privacy policies or practices.

How We Protect Your Data

In order to protect your data in transit when provided to us, it is encrypted via Secure Socket Layer (SSL)/Transport Layer Security (TLS) technology. At rest, we store all of our data, including data collected from users, on encrypted storage devices attached to servers in secure facilities. Other than data required to be shared with third parties, as previously described, all data is only accessible to the Service Provider's team members, only to team members needing such access to complete a specific function, task, or set of tasks, and only the specific data needed for the given function, task, or set of tasks to be completed. Finally, all of our team members are bound by strict confidentiality agreements, a breach of which, will result in termination of any relationship with the Company, followed by any appropriate civil or criminal actions.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Children's Personal Data

We do not knowingly collect or use personal data from children under 13 years of age. If we learn we collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data, and to whom we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please e-mail us at Privacy_Policy@GBPOptimizers.com.

How to Opt-Out of Data Collection, Use, or Disclosure

You can opt-out by sending an email to opt-out@GBPOptimizers.com, and including any pertinent contact information and details.

Cookie Policy

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to retain data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your Internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on the Site:

- Functional cookies, which are used to remember the selections you make on the Site so that your selections are saved for subsequent visits;
- Analytical cookies, which allow us to improve the design and functionality of the Site by collecting data on how you access the Site (e.g., the content you access, how long you stay on the Site);
- Targeting cookies, which retain data on how you use the Site and your preferences. This allows us to personalize the information you see on the Site; and/or
- Third-party cookies, which are created by a website other than ours. We may use third-party cookies to:
 - Monitor your preferences to tailor advertisements around your interests; and/or
 - Monitor site performance and functionality.

Modifications

This Privacy Policy may be amended from time-to-time in order to maintain compliance with the law or to reflect any changes to our data collection process. When we amend this Privacy Policy, the date on which can be found at the top of this Privacy Policy. We recommend you periodically review our Privacy Policy to stay informed of any updates. If necessary (e.g., in the case of a significant change), we may notify users by email of changes to this Privacy Policy.

Contact Us

If you have any questions or concerns about this Privacy Policy, you can contact us using the following information:

Phone: (571) 336-8778

E-mail: Privacy_Policy@GBPOptimizers.com

You can also contact us through the feedback form available on the Site at:

<https://GBPOptimizers.com/contact>