Privacy Policy

This website is intended for businesses in the United States and its territories only, except for businesses with a location in Nevada, Texas, or Washington.

Notice of Changes

On October 26, 2026, we changed our Privacy Policy and Terms and Conditions. The changes take effect on October 27, 2026.

Privacy Policy

- Sections 3.2 and 19: Excluded Content now uses the Federal Trade Commission's definitions of consumer reviews, testimonials, and endorsements (16 CFR 465.1 and 255.0) and covers content given by or about caregivers, not only customers and patients. We do not analyze any consumer review or testimonial, or any endorsement given by a customer, patient, or caregiver. We do analyze an endorsement given by someone else, such as an expert, an organization, or a publication.

Terms and Conditions

- Section 2: "Customer, patient, or caregiver," "consumer review," "consumer testimonial," "celebrity testimonial," "endorsement," and "non-consumer endorsement" are defined, and "Excluded Content" is redefined using them.
- Sections 4.2, 4.5, and 4.6: We do not examine reviews, testimonials, or endorsements given by customers, patients, or caregivers. We examine non-consumer endorsements as Reviewed Material. A Report does not determine whether any review, testimonial, or endorsement complies with FTC rules or other law.
- Section 4.11: A Custom Report may examine a non-consumer endorsement.

Questions: marino.apollinari@gmail.com or 734-799-1677.

Notice of Changes

On October 23, 2026, we changed our Privacy Policy and Terms and Conditions. The changes take effect on October 24, 2026.

Privacy Policy

- Top of page: This website is not intended for businesses with a location in Nevada, Texas, or Washington.
- Sections 3.2, 4, and 19: We do not examine, quote, describe, or use patient or customer reviews, testimonials, stories, or case descriptions, or images or video of patients or customers ("Excluded Content"). A Report records only the pages where Excluded Content appears, and our letters never cite it.
- Section 3.4: We also do not accept material containing information protected under a state consumer health data law.
- Sections 8 and 9: When we give ChatGPT (OpenAI) and Claude (Anthropic) a web address, they read its pages in full, including Excluded Content.
- Section 12: We do not make our own copies of the pages of websites we analyze. AI conversations we retain may contain parts of them.

Terms and Conditions

- Top of page and Sections 3.1 and 6.4: A business with a location in Nevada, Texas, or Washington may not order a Report.
- Section 2: “Excluded Content” is defined and is not Reviewed Material.
- Sections 4.2, 4.5, 4.6, 4.7, and 4.11: We do not examine Excluded Content; a Report records where it appears. AI services read pages in full. Testimonials are no longer listed as Custom Report material.

Questions: marino.apollinari@gmail.com or 734-799-1677.

Notice of Changes

On October 20, 2026, we changed our Privacy Policy and Terms and Conditions. The changes took effect on October 21, 2026.

Privacy Policy

- Section 1: This Policy also covers information we collect to identify and contact businesses about our Reports.
- Section 3.1: Communications include letters. Our sources include public outside sources we consult in preparing Reports, and we take the names and contact details we use to write to or call businesses about our Reports from their own websites.
- Section 3.2: “Reviewed Material” means the material we review to prepare a Report, as the Terms and Conditions define it. Pages we review only to contact a business are not Reviewed Material.
- Sections 4 and 8.3: We do not use a business’s Report or Reviewed Material in marketing to anyone else, in benchmarks, in other customers’ Reports, or to calibrate or validate the methodology. Sample Reports about our own websites, including marinoapollinari.com, are not confidential.
- Sections 8 and 9: OpenAI and Anthropic may receive public outside sources we consult for a Report.
- Section 15: Email to customers about their orders is transactional only; we send no newsletters, and our only solicitations are the individual emails, letters, and calls that section describes.

Terms and Conditions

- Section 4.10: The sample Reports we may prepare about our own websites include Reports about marinoapollinari.com.
- Section 11.4: Sample Reports about our own websites are not confidential, and we do not use a Report or Reviewed Material in any benchmark without written permission.

Questions: marino.apollinari@gmail.com or 734-799-1677.

Notice of Changes

On October 13, 2026, we changed our Privacy Policy and Terms and Conditions. The changes took effect that day.

Privacy Policy

- Section 3.1: Our sources of information now include web searches performed with ChatGPT (OpenAI) and Claude (Anthropic) to identify businesses we may contact.

- Section 3.2: We keep a record of each business we contact, including the physician, owner, or officer we address as the business publishes them, and we write to that person only about the business's own website, at its published address.
- Section 8: We disclose published business contact information, web addresses, and excerpts of public web pages to OpenAI and Anthropic to identify businesses and to draft and check letters, and we disclose mailing information to the United States Postal Service to deliver letters.
- Section 9: We describe our use of ChatGPT and Claude for this purpose. Marino Apollinari reviews each letter before it is sent.
- Section 15: The section now covers letters as well as email, and is retitled "Email, Letters, and Text Messages."

Terms and Conditions

- Section 4.10: A letter offering our service that identifies an example from a business's public website is not a Report.

Questions: marino.apollinari@gmail.com or 734-799-1677.

Effective Date: October 27, 2026

Last Updated: October 26, 2026

1. Introduction and Scope

Baseline Commerce, LLC ("we," "us," or "our"), of Melvindale, Michigan, operates clichereport.com (the "Site"), where we sell Cliché Reports: an analysis service, using the Cliché Index methodology, of a website's public pages or, under specific terms, other business material (a "Custom Report"), with results delivered in a written report (a "Report"). This Policy covers personal information we collect through the Site, by email, telephone, or mail, in preparing Reports, and in identifying and contacting businesses about our Reports. We honor the rights required by the privacy laws that apply to us; describing a right does not subject us to a law that otherwise does not apply.

2. Summary of Key Points

We do not sell your personal information.

3. Personal Information We Collect

3.1 Categories

- Identifiers and contact data: name, business name, billing and delivery addresses, email, and telephone.
- Order information: the website to be analyzed, its intended audience, what that audience knows and the decision it faces, delivery choice, instructions, and order history; for a Custom Report, your description of the material and the terms you accepted.
- Account credentials: for an optional account, your email and a password the platform stores in hashed form, which we cannot see.
- Payment data: card brand, last four (4) digits, expiration date, billing ZIP code, and authorization result. Your full card number goes from checkout's payment fields directly to the payment processor; we never see or store it (but see Section 3.3). Paze and Google Pay also send a payment token and the contact and billing details from your wallet profile that checkout requests.
- Internet activity: IP address, browser, device identifiers, pages viewed, and diagnostic data.

- Communications: emails, letters, contact-form submissions, and phone messages.
- Published business contact information: names, titles, and contact details a business publishes on its own website.

Sources: you, our platform and payment processors, Paze, Google (Google Pay), your device, businesses' own websites, public outside sources we consult in preparing Reports, and web searches performed with ChatGPT (OpenAI) and Claude (Anthropic) to identify businesses we may contact. We take the names and contact details we use to write to or call those businesses from their own websites.

3.2 Information on the Websites We Analyze

In preparing a Report, we review the material the Terms and Conditions define as "Reviewed Material," including any material supplied under Section 3.4. Public pages often name people, such as physicians, staff, and people who endorse the business; we do not create separate profiles of them, or contact them because they appear in Reviewed Material. Reviews, testimonials, and endorsements given by customers, patients, or caregivers, their stories and case descriptions, and images or video of them are Excluded Content, as the Terms and Conditions define it using the Federal Trade Commission's definitions (16 CFR 465.1 and 255.0). We do not examine, quote, describe, or use Excluded Content; a Report records only the pages where it appears. Endorsements given by others, such as an expert, an organization, or a publication, are Reviewed Material, and a Report may name the person or organization that gave them.

Separately, to offer our Reports (Section 15), we review public pages of businesses' websites and keep a record of each business we contact: its name, website, and published address; the physician, owner, or officer we address, as the business publishes them; and any example from its public pages that our letter cites, which is never Excluded Content. Pages we review only for this purpose are not Reviewed Material. We write to that person only about the business's own website, at the business's published address, and keep the record under Section 12.

3.3 Information We Do Not Collect

We do not ask for government identification numbers, financial account numbers, payment card numbers outside checkout's payment fields, precise geolocation, biometric or health information, other sensitive personal information, or website passwords. If you send it, we restrict access, do not use it, tell you, and delete it unless the law requires us to keep it; if it is entered in an order's Special instructions box, we ask our platform provider to delete it from the order record.

3.4 Material Supplied for a Custom Report

A Custom Report may analyze material the business supplies privately (Terms and Conditions, Section 4.11). We do not accept supplied material containing any patient information, named or unnamed, including information protected under HIPAA, a state medical privacy law, or a state consumer health data law. Remove information about identifiable customers first. If supplied material contains patient or identifiable-customer information, we handle it as Section 3.3 describes. Supplied material is confidential (Section 8.3).

4. How We Use Personal Information

We use personal information to fulfill orders and prepare, deliver, and correct Reports; provide accounts, support, and transactional messages; prevent fraud and secure the Site; meet legal, tax, and accounting obligations and defend claims; contact businesses at their published addresses or numbers about our Reports (Section 15); and create de-identified statistics about Site use and

orders, which we will not reidentify. Without the analyzed business's separate written permission, we do not use its Report or Reviewed Material in marketing to anyone else, in benchmarks, in other customers' Reports, or to calibrate or validate the methodology. We do not use Excluded Content for any purpose.

5. Cookies, Analytics, and Advertising Technologies

5.1 What the Platform Uses

The Site runs on GoDaddy's platform, which supplies its own cookies; we have not inventoried each one.

- Necessary cookies keep your order together, keep you signed in, and remember your cookie banner choice.
- Analytics: the platform may load a Google Analytics tag that gives Google your IP address and browser and page information. We do not use it and cannot remove it, and we have turned the platform's tracking settings off.
- Security: Google reCAPTCHA runs on account creation and may run on other forms and at checkout.
- Platform operations: the platform sets cookies and keeps diagnostic records for its own purposes, some whether or not you accept the banner.

5.2 What We Have Not Added

We have added no advertising or social media tracking tool and do not track you across other websites.

5.3 How to Control This

Declining the cookie banner refuses optional cookies only. Your browser can block cookies, but checkout needs necessary cookies.

6. Opt-Out Preference Signals (Global Privacy Control)

Our platform does not detect Global Privacy Control or "Do Not Track" signals, so a signal has no automatic effect. Instead, email us that you wish to opt out; we will apply it to any information we hold about you, without charge or verification. Our platform and Google may collect information about your activity across websites (Section 5.1).

7. Sale and Sharing of Personal Information

We do not sell personal information, share it for cross-context behavioral advertising, or use it for targeted advertising. We receive nothing for the visit information the platform's tools send to GoDaddy and Google, but you may opt out anyway (Section 6) without penalty.

8. How We Disclose Personal Information

We disclose personal information as follows; this is also our list for the preceding twelve (12) months, though some occur only when needed:

- identifiers and order information to GoDaddy, our e-commerce and hosting provider;
- identifiers, payment data, and order information to GoDaddy Payments, Paze, and Google (Google Pay), to process payments and refunds;

- identifiers to the United States Postal Service, to deliver printed Reports and letters;
- identifiers and order information to tax and accounting providers;
- identifiers, communications, and emailed Reports to Google (Gmail) and GoDaddy, for email;
- the analyzed business's website pages in full, including Excluded Content, which those services read when we give them its web address, and Reviewed Material, public outside sources consulted for the Report, the intended audience information from the order, and the business's name and web address, to OpenAI (ChatGPT) and Anthropic (Claude), to prepare Reports;
- published business contact information, the business's web address, and its public pages, which those services read in full, including Excluded Content, to OpenAI (ChatGPT) and Anthropic (Claude), to identify businesses to contact and to draft and check letters to them (Section 15);
- Report text, messages we write, and the analyzed business's name and web address to Microsoft (Word and OneDrive) and Superhuman Platform Inc. (Grammarly), to edit and store them;
- internet activity to Google and GoDaddy (Section 5.1).

Some recipients also use information under their own terms. No disclosure under Section 8.1 or 8.2 has occurred.

8.1 Legal Disclosures

We may disclose personal information where reasonably necessary to comply with law, investigate fraud, protect rights or safety, or enforce the Terms and Conditions; information protected by Section 8.3 only where required by law.

8.2 Business Transfers

A successor to our business must honor this Policy and Section 11.4 of the Terms and Conditions; prospective buyers do not receive information protected by Section 8.3.

8.3 What We Do Not Do

We do not sell or rent our customer list or disclose personal information to data brokers or for others' marketing. Orders, Reports (including a Report a business received without ordering it, but not a sample Report about one of our own websites, including marinoapollinari.com), correspondence, and supplied material are confidential: without the analyzed business's written permission, we do not publish its Report, name it as a customer, or disclose them, except to the providers in Sections 8 and 9, a successor under Section 8.2, or as required by law.

9. Artificial Intelligence, Profiling, and Automated Decision-Making

Report analysis and drafting are performed with ChatGPT (OpenAI) and Claude (Anthropic), which read the analyzed website's pages in full when we give them its web address, including Excluded Content, and receive Reviewed Material, including non-public Custom Report material; public outside sources consulted for the Report; the intended audience information from the order; and the analyzed business's name and web address. We do not tell them who ordered a Report or give them your contact or payment information, except that names and contact details already in public Reviewed Material, public outside sources, or permitted Custom Report material may appear in what they receive. We instruct them to leave Excluded Content out of what they return to us, and we do not use it. Marino Apollinari reviews each Report before it is sent. Reports are edited in Microsoft Word and OneDrive and checked with Grammarly, an artificial intelligence writing tool.

We also use ChatGPT and Claude to identify businesses whose websites our Reports could address, and to draft and check letters to them; they receive the information described in Section 8. Marino Apollinari reviews each letter before it is sent.

On October 5, 2026, we turned off the settings in ChatGPT, Claude, and Grammarly that allow training on our content; earlier material was submitted while training was allowed. Providers may still make limited uses, such as safety review, and keep their own copies under their terms. We will update this section before turning a training setting back on or changing services.

We do not use automated decision-making or profiling for decisions with legal or similarly significant effects.

10. Your Privacy Rights

Depending on your state's law, you may have the right to know and access your personal information, obtain a portable copy, correct it, delete it (subject to legal exceptions), opt out of sale, sharing, targeted advertising, and profiling, limit use of sensitive information, obtain a list of the specific third parties we disclosed it to, withdraw consent, appeal, and be free of discrimination for exercising these rights.

11. How to Exercise Your Rights

11.1 Submitting a Request

Email marino.apollinari@gmail.com with the subject "Privacy Request," stating the right, your state, and your email or order number, or write to the address in Section 23, or call 734-799-1677. Requests are free where the law requires.

11.2 Verification

We verify identity proportionately, such as by order email and number; opt-outs need no verification. For a request concerning a Report a business received without ordering it, we first confirm that you represent that business, unless you are asking about your own personal information.

11.3 Response Times

We respond within the deadlines of the applicable law.

11.4 Appeals

Where law provides an appeal, email us with the subject "Privacy Request Appeal." We will give a written decision within the required period and, if denied, tell you how to contact your state Attorney General.

11.5 Authorized Agents

An agent must provide signed written authorization or a power of attorney, and we may ask you to verify your identity.

12. Data Retention

We retain records only as long as reasonably necessary and proportionate for the purposes in this Policy, where lawful. There is no preset expiry; retention may be indefinite only while these criteria are met. Our criteria are the record's role in documenting a Report and preserving its evidence and history or our dealings with a business; verification, service, corrections, refunds, and disputes;

security; legal and accounting recordkeeping and claim periods; and binding commitments, including Specific Terms. They apply to every category in Section 3 and to Reports, supplied material, drafts, prompts, AI conversations, and working records, including copies in our accounts, except information we commit to delete under Sections 3.3, 3.4, and 14. We do not make our own copies of the pages of websites we analyze. AI conversations we retain may contain parts of those pages as the AI service read them, including Excluded Content; retaining them permits no use of Excluded Content. We delete records that no longer meet these criteria. Where the law or a binding agreement requires a shorter period or deletion, it controls: we delete the affected information, or de-identify it where that meets the requirement, from our equipment, accounts, and backups, using available provider deletion procedures. A request does not require deleting an entire Report if removing the affected personal information satisfies it. If a business asks us to stop contacting it, we keep a record of the request so we can honor it. Providers control their own internal records.

13. Data Security and Breach Notification

We use reasonable safeguards, including PCI DSS-compliant payment processors, but no system is completely secure. We will give breach notice as required by law.

14. Children's and Teens' Privacy

Only persons eighteen (18) or older may order. We do not knowingly collect information from children under thirteen (13) and will delete any we find unless the law requires us to keep it; parents may contact us.

15. Email, Letters, and Text Messages

Email to customers about their orders is transactional only; we send no newsletters, and our only solicitations are the individual emails, letters, and calls described in this Section. We may send an individual email or letter to a business at its published address about our Reports; each identifies us, states that it is a solicitation, includes our postal address, and explains how to decline. Tell us to stop, and we will stop within ten (10) business days. We may telephone a business at its published number, and you about an open order; ask us not to call, and we will not. We send no marketing texts or autodialed calls.

The platform's account creation page says "By creating an account, you may receive newsletters or promotions." We did not add it and cannot remove it. Creating an account places your name, email, order history, and sign-in activity in a platform contacts tool.

16. Third-Party Websites and Services

This Policy does not apply to linked third-party websites.

17. Nevada Residents

We do not sell covered information under NRS 603A.345. Nevada consumers may email a request with the subject "Nevada Do Not Sell Request"; we respond within sixty (60) days.

18. California Residents

We do not disclose personal information to third parties for their direct marketing (Cal. Civ. Code § 1798.83). Sections 3, 4, 7, 8, and 12 are our notice at collection.

19. Health Information

We do not accept patient information (Section 3.4). Patient information already posted publicly, such as a review, testimonial, or endorsement given by a patient or caregiver, is Excluded Content (Section 3.2): we do not examine, quote, describe, or use it, extract it into lists or profiles, or identify a patient or caregiver in a Report. We do not infer health conditions from your orders or browsing.

20. Users Located Outside the United States

Information is handled under United States law.

21. Accessibility

Contact us for this Policy in another format, at no charge.

22. Changes to This Privacy Policy

Before a material change takes effect, we will post a prominent notice on the Site and, where it affects information already collected, email you if we have your email address and obtain any consent the law requires.

23. Contact Us

Baseline Commerce, LLC

3205 McKitrick Street

Melvindale, MI 48122

Telephone: 734-799-1677

Email: marino.apollinari@gmail.com

If you are not satisfied with our response, you may contact the Michigan Attorney General or your state's Attorney General.