

# MB MARKETING

CONSULTING

## MB MARKETING CONSULTING PRIVACY POLICY

At MB Marketing Consulting, we take your privacy seriously. This policy explains how we handle any personal information you provide via our website and information collected through website analytics.

### 1. Information We Collect

When you contact us through our website form, we may collect:

- Your name
- Your email address
- Your phone number (if provided)
- Any message or information you include in the form

Booking Meetings via Calendar:

- Your name
- Your email address
- Your phone number (if requested)
- Any notes or information you provide when scheduling

Additionally, our website uses analytics software, including Google Analytics, to collect anonymous visitor data such as:

- Pages visited and time spent on the site
- How visitors found our website
- Browser type and general location (IP address anonymised)

This data cannot personally identify you.

### 2. How We Use Your Data

We use this information to:

- Respond to inquiries submitted via our contact form
- Provide marketing consulting and business development services if requested
- Understand and improve website performance and user experience via analytics

We do not share or sell your personal data.

### **3. Legal Basis**

We process your data because:

- It is necessary to respond to your inquiries and provide our services (contractual necessity)
- We have a legitimate interest in analysing website performance and improving our services
- Where applicable, we rely on your consent for marketing communications

### **4. Cookies and Analytics**

We use cookies and analytics software, including Google Analytics, to improve your browsing experience and understand how visitors use our website.

- The information collected is anonymous and cannot identify you personally.
- You can manage or disable cookies through your browser settings.

### **5. Data Security**

We store your information securely and retain it only for as long as necessary to respond to inquiries, maintain records, or comply with legal obligations.

### **6. Your Rights**

You have the right to:

- Access the information we hold about you
- Request corrections
- Request deletion of your information
- Withdraw consent where applicable

To exercise your rights, please schedule a meeting via [this link](#).

### **7. Contact**

#### **MB MARKETING CONSULTING**

Schedule a meeting via [this link](#).