



## **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

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