

Privacy Policy

Frontier Marketing | Effective Date: June 9, 2026

This Privacy Policy describes how Frontier Marketing ("we," "us," or "our") collects, uses, and shares information about you when you visit www.themarketingfrontier.com, interact with our advertising, or use our services. By using our website or submitting your information through any form or advertisement, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

Information you provide directly:

- Name, phone number, and email address submitted through contact or lead forms
- Business name, trade type, and location when booking a free audit
- Any other information you choose to share with us

Information collected automatically:

- IP address and browser type
- Pages visited, time spent on site, and referring URLs
- Device type and operating system
- Cookies and similar tracking technologies

2. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and schedule free marketing audits
- Deliver the services you request
- Send marketing communications and updates (you may opt out at any time)
- Run and optimize paid advertising campaigns on Facebook, Instagram, and Google
- Improve our website and understand how visitors use it
- Comply with legal obligations

3. Facebook and Meta Advertising

We use Facebook and Instagram ads to reach potential clients. As part of our advertising activity:

- We use the Meta Pixel on our website to track visitor activity and measure ad performance
- We may create Custom Audiences using contact information you provide, in compliance with Meta's Terms of Service
- We may use Lookalike Audiences to reach new users similar to our existing contacts
- Data collected through Meta tools is subject to Meta's Privacy Policy (facebook.com/privacy/policy)

You can opt out of Meta's interest-based advertising at any time through your Facebook ad preferences settings.

4. Google Advertising

We may use Google Ads and Google Analytics to advertise our services and analyze website traffic. Google may use cookies to serve ads based on your prior visits to our website. You can opt out of personalized Google advertising by visiting Google's Ad Settings at adssettings.google.com.

5. Cookies

Our website uses cookies to enhance your experience and analyze traffic. Types of cookies we use include:

- Essential cookies: required for the website to function properly
- Analytics cookies: help us understand how visitors interact with our site (e.g., Google Analytics)
- Advertising cookies: used to deliver relevant ads and measure their effectiveness (e.g., Meta Pixel, Google Ads)

You can control cookies through your browser settings. Disabling cookies may affect some website functionality.

6. How We Share Your Information

We do not sell your personal information. We may share your information with:

- Service providers who assist us in operating our website, running ads, or delivering services (e.g., Meta, Google, email platforms, CRM tools)
- Legal authorities if required by law or to protect our rights
- Business successors in the event of a merger, acquisition, or sale of assets

All third-party service providers are required to handle your information in accordance with applicable privacy laws.

7. Data Retention

We retain your personal information for as long as necessary to provide our services, comply with legal obligations, and resolve disputes. Lead form submissions are retained for a minimum of 12 months. You may request deletion of your data at any time by contacting us.

8. Your Rights and Choices

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Opt out of marketing communications
- Opt out of the sale or sharing of your data (we do not sell data, but you may still make this request)

To exercise any of these rights, please contact us at: info@themarketingfrontier.com

9. Children's Privacy

Our website and services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children. If you believe a child has submitted information to us, please contact us immediately so we can delete it.

10. Security

We take reasonable technical and organizational measures to protect your personal information from unauthorized access, loss, or misuse. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

11. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any information.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the effective date at the top of this page. We encourage you to review this policy periodically. Continued use of our website after any changes constitutes your acceptance of the updated policy.

13. Contact Us

If you have any questions about this Privacy Policy or how we handle your information, please contact us:

Frontier Marketing

www.themarketingfrontier.com

info@themarketingfrontier.com

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