

Privacy Policy for ClearPath Environmental Consulting, Inc.

Effective Date: July 22, 2025

Last Updated: July 22, 2025

ClearPath Environmental Consulting, Inc. ("ClearPath," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.clearpathenv.com (the "Website"), interact with our services, or engage with us through forms, emails, or other channels. By accessing or using our Website or services, you consent to the practices described in this Privacy Policy. If you do not agree, please do not use our Website or services.

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date. You are advised to review this Privacy Policy periodically.

1. Information We Collect

We collect information that identifies, relates to, describes, or could be associated with you ("Personal Information"). We may collect the following types of information:

a. Information You Provide Directly

- **Contact Information:** Name, email address, phone number, company name, job title, mailing address, and any other details you provide when filling out forms (e.g., resource downloads, contact requests, or consultation bookings).
- **Content and Communications:** Messages, comments, or feedback you submit via email, forms, or our LinkedIn page.
- **Marketing Preferences:** Subscriptions to newsletters or resource updates.

b. Information Collected Automatically

- **Device and Usage Information:** IP address, browser type, operating system, device identifiers, pages viewed, time spent on pages, links clicked, and referral URLs. We use cookies, web beacons, and similar technologies to collect this data.
- **Location Information:** Approximate location based on IP address (we do not collect precise geolocation data).
- **Analytics Data:** Aggregated usage statistics from tools like Google Analytics or LinkedIn Insight Tag.

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c. Information from Third Parties

- **Social Media and Analytics Providers:** Data from LinkedIn (e.g., job title, industry) when you interact with our ads or forms.
- **Public Sources:** Information from publicly available sources to verify or supplement your details.

We do not collect sensitive Personal Information (e.g., racial origin, political opinions, health data) unless you voluntarily provide it, and we do not use it for decision-making.

2. How We Use Your Information

We use your Personal Information for the following purposes:

- **Provide Services:** Respond to inquiries, deliver resources (e.g., checklists, white papers), schedule consultations, and fulfill requests.
- **Marketing and Communications:** Send newsletters, updates on services like permitting, auditing, and ISO implementations, or promotional content. You can opt out at any time.
- **Improve Our Website and Services:** Analyze usage patterns to enhance user experience, troubleshoot issues, and optimize content.
- **Compliance and Legal Obligations:** Ensure adherence to laws (e.g., data protection regulations) and respond to legal requests.
- **Analytics and Advertising:** Track ad performance (e.g., via LinkedIn campaigns) and retarget visitors with relevant offers.
- **Internal Operations:** Maintain records, prevent fraud, and improve business processes.

We do not sell your Personal Information to third parties.

3. How We Share Your Information

We may share your Personal Information in limited circumstances:

- **Service Providers:** With vendors (e.g., email services like Mailchimp, analytics tools like Google Analytics) who assist us, bound by confidentiality.
- **Business Partners:** For joint marketing or referrals, with your consent.
- **Legal Requirements:** If required by law, court order, or to protect our rights.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets.

We do not share your information with third parties for their direct marketing purposes without consent.

4. Data Security

We implement reasonable physical, technical, and administrative measures to protect your Personal Information from unauthorized access, loss, or misuse (e.g., encryption, access controls). However, no system is 100% secure, so we cannot guarantee absolute security.

5. Your Rights and Choices

- **Access and Update:** Request access to or correction of your Personal Information by emailing info@clearpathenv.com.
- **Deletion:** Request deletion of your data, subject to legal obligations.
- **Opt-Out:** Unsubscribe from emails via the link in messages or contact us.
- **Cookies:** Manage preferences via browser settings (e.g., block cookies), but this may affect functionality.
- **Do Not Track:** We do not respond to DNT signals, as no standard exists.

For California residents (CCPA): You have rights to know, delete, and opt-out of sales (though we do not sell data). Contact us for requests.

6. Children's Privacy

Our Website and services are not directed to children under 13. We do not knowingly collect information from children. If we learn of such collection, we will delete it.

7. International Transfers

Your information is processed in the United States. By using our services, you consent to this transfer.

8. Retention

We retain Personal Information as long as needed for the purposes outlined (e.g., 2 years for marketing leads) or as required by law, then securely delete it.

9. Third-Party Links

Our Website may link to third-party sites (e.g., LinkedIn). We are not responsible for their privacy practices—review their policies.

10. Contact Us

For questions or to exercise rights, contact:

ClearPath Environmental Consulting, Inc.

4310 Ryan St., Suite 101

Lake Charles, LA 70605

info@clearpathenv.com

This Privacy Policy applies to all data collected by ClearPath. By continuing to use our Website, you agree to this policy.