

# Privacy Policy

## Privacy Policy

**Effective Date:** 01/31/2025

Go-Zap ("we," "us," or "our") is committed to protecting the privacy of our clients and their customers. This Privacy Policy explains how we collect, use, and share personal information.

### 1. Information We Collect

We collect personal information from our clients and their customers through various channels, including:

- **HubSpot Forms:** When you fill out a form on our website, we may collect your name, email address, company name, phone number, and other information you provide.
- **In-Person Interactions:** We may collect your name, contact information, and other relevant details during in-person meetings or events.

### 2. How We Use Your Information

We use the information we collect to:

- **Provide and Improve Services:** To provide our e-commerce services, process orders, manage inventory, and fulfill shipments.
- **Communicate with Clients:** To respond to inquiries, provide support, and send important updates.
- **Personalize Marketing:** To tailor our marketing efforts to your interests and needs.
- **Improve Our Offerings:** To analyze trends, conduct research, and develop new products and services.

### 3. Information Sharing

We do not share or sell your personal information to any third-party companies. However, we may share information with trusted service providers who assist us in operating our business, such as:

- **Shipping Carriers:** To facilitate the delivery of your orders.
- **Payment Processors:** To process payments securely.
- **IT Service Providers:** To maintain our website and technology infrastructure.

We only share the minimum necessary information with these providers, and we have agreements in place to ensure they protect your information.

#### **4. Data Security**

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. These measures include:

- **Data Encryption:** We use encryption to protect sensitive information, such as payment details.
- **Access Controls:** We restrict access to personal information to authorized employees and service providers.
- **Secure Storage:** We store your information on secure servers provided by HubSpot.

#### **5. Data Retention**

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

#### **6. Children's Privacy**

We do not knowingly collect personal information from children under the age of 13.

#### **7. International Data Transfers**

Your information may be transferred to and processed in countries outside of your residence, including the United States, where HubSpot's servers are located. These countries may have data protection laws that differ from those in your country. By submitting your personal information, you consent to these transfers.

#### **8. Your Rights**

You have the following rights regarding your personal information:

- **Access:** You can request access to the personal information we hold about you.
- **Correction:** You can request that we correct any inaccuracies in your personal information.
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- **Deletion:** You can request that we delete your personal information.
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- **Opt-Out:** You can opt-out of receiving marketing communications from us.
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To exercise these rights, please contact us at [Your Contact Information].

## 9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

info@go-zap.com

## Updates to this Privacy Policy

We may update this Privacy Policy from time to time. We will post any changes on our website and notify you as required by law.