

The Reeferral Edge Privacy Policy

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Link

<https://docs.google.com/document/d/1RoZCUaCHLHRCaTeFrhBeVm17Lx57AI-8vo8PNRYCuhk/edit?usp=sharing>

At **The Referral Edge** we respect and are committed to protecting the privacy of our clients, visitors, and users. This Privacy Policy outlines how we collect, use, share, and safeguard your personal information when you interact with our website, products, and services.

1. Information We Collect

We collect various types of information to provide and improve our services. The information we collect includes:

- **Personal Information:** Information that you provide directly to us, such as your name, email address, phone number, postal address, and payment information.
- **Technical Data:** Information automatically collected when you visit our website, including your IP address, browser type, device information, and cookies.
- **Usage Data:** Information on how you interact with our website, such as pages visited, links clicked, and time spent on the site.
- **Communication Data:** Information from your communications with us, including email correspondence and customer service interactions.

2. How We Use Your Information

We use the information we collect for various purposes, including to:

- Provide, operate, and maintain our website and services
- Process your transactions and manage your orders
- Communicate with you about products, promotions, updates, and customer support
- Analyse website usage to improve user experience and site functionality
- Comply with legal obligations and protect against fraudulent or illegal activities
- We process your personal information on the lawful bases of consent, contract performance, and legitimate interests

3. Data Sharing and Disclosure

Your personal information will not be sold, rented, or shared with third parties except in the following circumstances:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our website, conducting our business, and providing our services, as long as they adhere to strict confidentiality agreements.

- Legal Compliance: We may disclose your information if required by law, regulation, or legal process, or if we believe disclosure is necessary to protect our rights, your safety, or the safety of others.
- We use secure third-party providers such as Stripe (payment processing), and Google Analytics (website analytics).

4. Your Rights and Choices

You have the following rights concerning your personal information:

- Access: You can request a copy of the personal information we hold about you.
- Correction: You can request that we correct any inaccurate or incomplete information.
- Deletion: You can request that we delete your personal data under certain conditions.
- Objection: You have the right to object to the processing of your data in specific circumstances.
- Data Portability: You can request a transfer of your data to another service provider where technically feasible.

To exercise any of these rights, please contact us at [your contact email].

5. Security Measures

We implement appropriate technical and organisational measures to secure your personal information against unauthorised access, alteration, disclosure, or destruction. Although we strive to protect your data, please note that no internet transmission is entirely secure.

6. Use of Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website, including:

- Essential Cookies: Necessary for the website to function correctly.
- Analytics Cookies: To analyse website usage and performance.
- Marketing Cookies: To deliver relevant advertisements and promotions.

You can manage or disable cookies through your browser settings. However, doing so may affect the functionality of the website.

7. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law. We will securely dispose of or anonymize data when it is no longer needed.

8. Children's Privacy

Our services are not directed to individuals under 13 years of age. We do not knowingly collect personal information from children. If you believe that we have unintentionally collected such data, please contact us, and we will take steps to delete the information.

9. Changes to this Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. If we make significant changes, we will notify you by updating the date at the top of this policy and, where possible, through other means such as email or website notifications.

10. Contact Information

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

Email: connect@thereferraledge.com

Thank you for trusting **The Referral Edge** with your personal information.