

**Effective Date:** January 2025

At Strategic Foresight Initiatives, LLC, we respect and value your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data. By using our services, you agree to the practices outlined in this policy.

## 1. Information We Collect

We collect different types of personal information depending on how you interact with us. This information can be collected in various ways, including when you visit our website, make purchases, subscribe to our services, or contact us directly.

## 2. Personal Information We Collect:

- **Identity Data:** Name, username, or other similar identifiers.
- **Contact Data:** Email address, phone number, mailing address.
- **Transactional Data:** Payment information, order history, and related details for purchases.
- **Technical Data:** IP address, browser type, device type, and information collected through cookies and similar technologies.
- **Usage Data:** How you use our services or website, including the pages you visit, and the time spent on our site.
- **Marketing and Communications Data:** Preferences in receiving marketing from us and your communication preferences.

## 3. How We Use Your Information

We use your personal information for various purposes, including to:

- Provide and manage our services to you.
- Process transactions, orders, and payments.
- Improve and personalize your experience with our website or services.
- Respond to your inquiries, customer service requests, and feedback.
- Send marketing and promotional communications (where you have opted-in).
- Comply with legal obligations, including tax reporting, fraud prevention, and legal disputes.

## 4. Legal Basis for Processing Personal Data (for GDPR Compliance)

We process personal data only when we have a lawful basis for doing so. Depending on the situation, our legal basis for processing your data may include:

- **Contractual Necessity:** Processing necessary to fulfill a contract with you (e.g., to provide services you've requested).
- **Consent:** Where you have given us explicit permission (e.g., for marketing purposes).
- **Legal Obligation:** Compliance with legal requirements (e.g., tax or regulatory obligations).
- **Legitimate Interests:** Our legitimate business interests, such as improving our services and communication.

## 5. Data Retention

We will retain your personal data only for as long as is necessary to fulfill the purposes for which it was collected or as required by law. Once the retention period has expired, we will securely delete or anonymize your data.

## 6. Sharing Your Information

We do not sell or rent your personal data to third parties. However, we may share your personal information with trusted third parties who assist us in providing services to you. These include:

- **Service Providers:** Companies that provide services such as payment processing, email marketing, and website hosting.
- **Legal Authorities:** We may share your information to comply with legal obligations or respond to valid requests by public authorities.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal data may be transferred as part of the transaction.

We ensure that these third parties are contractually obligated to protect your personal data and only use it as necessary to perform their services.

## 7. Cookies and Tracking Technologies

Our website uses cookies and other tracking technologies to enhance user experience and gather data on usage patterns. Cookies are small data files stored on your device that enable us to recognize your browser and collect information about how you use our site.

### Types of Cookies We Use:

- **Essential Cookies:** Necessary for the functioning of our website.
- **Performance Cookies:** Used to analyze how visitors use our site.
- **Functional Cookies:** Enable features such as remembering user preferences.
- **Advertising Cookies:** Used to deliver personalized advertisements and track the effectiveness of marketing campaigns.

You can control cookies through your browser settings. However, disabling cookies may affect your user experience.

## 8. Your Data Protection Rights

Depending on your location, you may have the following rights regarding your personal data:

- **Right to Access:** You can request copies of your personal data.
- **Right to Rectification:** You can request corrections to any inaccurate or incomplete data.
- **Right to Erasure:** You can request the deletion of your personal data under certain circumstances.
- **Right to Restrict Processing:** You can request the restriction of processing in specific situations.
- **Right to Object:** You can object to the processing of your data in certain cases, such as direct marketing.
- **Right to Data Portability:** You can request your data in a structured, commonly used format to transfer to another service provider.
- **Right to Withdraw Consent:** If we process your data based on consent, you can withdraw it at any time.

To exercise any of these rights, please contact us using the information provided below.

## 9. Data Security

We implement reasonable technical and organizational measures to protect your personal data from unauthorized access, loss, or destruction. However, please be aware that no method of transmission over the Internet is completely secure, and we cannot guarantee absolute security.

## 10. International Data Transfers

If your personal data is transferred outside the European Economic Area (EEA), we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses or other lawful transfer mechanisms under the GDPR.

## 11. Children's Privacy

Our services are not intended for individuals under the age of 16, and we do not knowingly collect personal data from children. If you are a parent or guardian and believe we have collected data from a child, please contact us, and we will take appropriate steps to remove the information.

## 12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or services. When we update the policy, we will revise the "Effective Date" at the top. We encourage you to review this policy periodically.

### **13. Contact Us**

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

- **Email:** [sfigrowth@outlook.com](mailto:sfigrowth@outlook.com)