



## Privacy Policy

**Effective Date:** Jan 2<sup>nd</sup> 2023

This Privacy Policy outlines how ("we," "us," or "our") collects, uses, and protects the personal information of users ("you" or "your") who visit our website or use our services. We are committed to maintaining your privacy and ensuring the protection of your personal information in compliance with relevant United States data privacy laws, including the California Consumer Privacy Act (CCPA) and other applicable regulations.

Our privacy policy states that we do not share or obtain contact information with third parties, or states that the text message opt-in is not shared with anyone except the entity that the end user shared their consent with.

### 1. Purpose

The purpose of this Privacy Policy is to inform you about how we collect, use, store, and protect your personal data when you use our website or services. It also outlines your rights regarding your personal information and how you can exercise those rights.

### 2. Applicability

This Privacy Policy applies to all users of our website and services, including but not limited to visitors, customers, and clients, regardless of their location. It covers personal data collected through online forms, cookies, and any other means of data collection associated with our services.

### 3. Relationship

We act as a data controller concerning the personal data you provide when interacting with our website and services. This means we are responsible for deciding how to hold and use your personal information. If we use third-party service providers to process your data, they act as data processors, and we ensure they comply with our privacy standards and relevant laws.

### 4. What Personal Data Do We Collect?

We may collect, use, store, and transfer different kinds of personal data about you, including but not limited to:

- **Identity Data:** Name, date of birth, gender.
- **Contact Data:** Email address, telephone number, mailing address.
- **Technical Data:** Internet Protocol (IP) address, browser type, and version, time zone setting, browser plug-in types and versions, operating system, and platform.
- **Usage Data:** Information about how you use our website and services.



**Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

#### **a) Data Collection and Communication Consent**

At Tidal Impact LLC, we are committed to respecting the privacy of our users and maintaining the confidentiality of their information. Our data collection practices are conducted in accordance with applicable laws and regulations.

##### **I. How We Collect Data:**

Our target audience is primarily individuals and professionals who have interacted with us through various communication channels, including but not limited to:

- Email: Direct email communications in response to inquiries, subscriptions, or service requests.
- Phone: Telephone conversations initiated by you or by us to discuss our services or respond to inquiries.
- Messaging Services: Interactions via SMS, WhatsApp, or other messaging platforms.
- LinkedIn and Other Social Media Platforms: Engagement through direct messages, comments, or other forms of interaction on LinkedIn and similar networks.
- Opt-in Form on Our Website: When you fill out our opt-in form available on our website, we collect data such as your name, email address, phone number, and preferences regarding receiving updates - <https://www.tidalimpact.com/NewOPTIn.HTML>

##### **II. Purpose of Data Collection:**

The data collected from these interactions may include your name, email address, phone number, job title, company name, and other relevant information. We collect this data to:

- Provide information about our services.
- Respond to inquiries and requests.
- Send relevant updates, newsletters, and offers related to our services.

##### **III. Consent to Receive Communications:**

By providing your contact information and engaging with us through these communication channels, you consent to receive emails, phone calls, SMS messages, and other forms of communication from Tidal Impact LLC regarding our services and offers. You have the right



to opt-out of receiving such communications at any time by following the instructions provided in the messages or by contacting us directly.

#### IV. **Opt-out and Unsubscribe:**

If you no longer wish to receive communications from Tidal Impact LLC, you may opt-out or unsubscribe from our mailing lists or messaging services. You can do this by clicking the "unsubscribe" link at the bottom of our emails, replying with "STOP" to our SMS messages, or contacting us via email at [contact email]. Opt-out requests will be processed promptly.

### 5. **How is Your Personal Data Collected?**

We use different methods to collect data from and about you, including:

- **Direct Interactions:** You may provide us with your Identity, Contact, and Marketing and Communications Data by filling in forms or corresponding with us by post, phone, email, or otherwise.
- **Automated Technologies or Interactions:** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns.
- **Third Parties or Publicly Available Sources:** We may receive personal data about you from various third parties, including analytics providers and advertising networks.

### 6. **Sale of Personal Data**

We do not sell, rent, or trade your personal data to third parties. We are committed to protecting your privacy and do not engage in the sale of personal information.

### 7. **How We Will Use Personal Data About You?**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To fulfill the purpose for which you provide it.
- To provide you with information or services that you request from us.
- To communicate with you about changes to our services or products.
- To comply with legal obligations or for the establishment, exercise, or defense of legal claims.
- To maintain and improve the security of our services.



## **8. If You Fail to Provide Personal Data**

If you do not provide personal data where we need it by law or under the terms of a contract, we may not be able to provide you with our services. In such cases, we may have to cancel a service you have with us, but we will notify you if this is the case.

## **9. Change of Purpose**

We will only use your personal data for the purposes for which we collected it unless we reasonably consider that we need to use it for another reason that is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis that allows us to do so.

## **10. Special Categories of Personal Data**

We do not actively collect special categories of personal data (e.g., information related to racial or ethnic origin, political opinions, religious or philosophical beliefs, health data, or sexual orientation). If you voluntarily provide such information to us, we will treat it with the utmost care and protection.

## **11. Data Sharing**

We may share your personal data with:

- Service providers who support our business operations (e.g., IT and system administration services, analytics providers, and marketing partners).
- Professional advisers (e.g., lawyers, bankers, auditors, and insurers).
- Regulators and other authorities who require reporting of processing activities under applicable law.

## **12. International Data Transfer**

Your personal data may be transferred to, and processed in, countries other than the country in which you reside. These countries may have data protection laws different from those of your country. We ensure that your personal data receives an adequate level of protection in such transfers.

## **13. Data Protection**

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. We also limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

## **14. Data Retention**



We will only retain your personal data for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

### **15. Your Rights**

Under applicable data privacy laws, you have several rights concerning your personal data, including:

- Right to access your personal data.
- Right to request correction of inaccurate data.
- Right to request erasure of your data.
- Right to object to the processing of your data.
- Right to request the transfer of your data.
- Right to withdraw consent at any time.

### **16. No Fee Usually Required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive.

### **17. Changes to this Notice**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and we encourage you to review this Privacy Policy regularly to stay informed about how we are protecting your information.

If you have any questions about this Privacy Policy, please contact us at [contact@tidalimpact.net](mailto:contact@tidalimpact.net).

You can OPT OUT or Unsubscribe - <https://www.tidalimpact.com/OPT-OUT.html>

You can also email us [contact@tidalimpact.net](mailto:contact@tidalimpact.net) to Unsubscribe OR OPT OUT