

Richview Marketing's Privacy Policy

Your Privacy Matters

Richview Marketing's mission is to help contractors grow from solo operators to thriving teams by providing tailored marketing strategies and professional support. Central to this mission is our commitment to protecting your data and being transparent about how it is collected, used, and shared.

This Privacy Policy explains how we handle your personal and business data when you use our services. It also outlines your rights and the choices available to you regarding the information we collect.

Key Terms

- **Clients:** Individuals or businesses engaging Richview Marketing for marketing, strategy development, and business support services.
 - **Visitors:** Individuals accessing Richview Marketing's website or services without registering or purchasing services.
-

Table of Contents

1. Data We Collect
 2. How We Use Your Data
 3. How We Share Information
 4. Your Choices and Obligations
 5. Compliance with Regional Laws
 6. Other Important Information
-

1. Data We Collect

1.1 Data You Provide

Richview Marketing collects the following data to provide services effectively:

- **Account Details:** Name, email address, business name, business address, telephone number, and social media handles.
- **Payment Information:** Credit card numbers and billing information for payment processing.
- **Business Information:** Revenue, projected revenue, project details, number of employees, and business assets needed for account setup (e.g., social media accounts, websites).

1.2 Cookies and Similar Technologies

Richview Marketing uses cookies and similar technologies to analyze website traffic, enhance user experiences, and customize service offerings. You can manage cookie preferences through your browser settings.

2. How We Use Your Data

2.1 Service Delivery

- **Tailored Marketing Strategies:** Data is used to design and implement marketing campaigns, optimize performance, and create actionable business insights.
- **Client Communication:** To keep you updated on projects, deadlines, and progress.

2.2 Storage and Retention

Data is stored securely in our Customer Relationship Management (CRM) system for three years after the termination of services. After this period, all data is purged from our records.

2.3 Marketing and Communication

With your consent, we may send:

- Promotional emails about new services or industry updates.
- Targeted advertisements customized to your business needs.

2.4 Service Improvement

Data helps us improve our offerings and develop new tools to better serve clients.

3. How We Share Information

3.1 Third-Party Service Providers

We may share your data with third-party service providers for the following purposes:

- Payment processing.
- IT support and analytics services.
- Data management and storage.

These providers are contractually obligated to handle your data in compliance with this Privacy Policy.

3.2 Legal Requirements

We may disclose your data to comply with legal obligations, enforce our agreements, or protect the rights and safety of Richview Marketing, its clients, or others.

4. Your Choices and Obligations

4.1 Data Access and Deletion

- You have the right to request access to your data or request its deletion at any time.
- Certain data may be retained for legal or operational reasons (e.g., financial records for tax compliance).

4.2 Communication Preferences

You can opt out of promotional communications at any time via email or account settings. Note: Certain service-related messages are mandatory.

5. Compliance with Regional Laws

5.1 GDPR (General Data Protection Regulation)

For clients and visitors located in the European Union, Richview Marketing complies with GDPR. You have rights to:

- Access, correct, or delete your data.
- Restrict or object to certain data processing activities.
- Data portability, allowing you to obtain your personal data in a machine-readable format.

5.2 CCPA (California Consumer Privacy Act)

For California residents, Richview Marketing complies with CCPA. You have the right to:

- Know what personal data we collect and how it is used.
- Request deletion of your data.
- Opt out of the sale of personal data (though we do not sell data).

To exercise these rights, contact us at **Info@richviewmarketing.com**.

6. Other Important Information

6.1 Security

We implement safeguards to protect your data, including secure servers and encrypted data transmission. However, no method of transmission is completely secure. If you suspect unauthorized access, contact us immediately.

6.2 Cross-Border Data Transfers

Data may be stored and processed outside your country, including in the United States. We rely on legally approved mechanisms to ensure your data remains protected during cross-border transfers.

6.3 Updates to the Privacy Policy

We may update this Privacy Policy from time to time. Changes will be communicated via our website or email. Continued use of our services after such updates constitutes acceptance of the revised terms.

6.4 Contact Information

For privacy-related inquiries, contact us at:

- **Email:** Info@richviewmarketing.com
 - **Phone:** (646) 974-8884
-

Effective Date: December 1, 2024