

Privacy Policy

Effective Date: February 15, 2026

1. Introduction

These Privacy Terms ("Provisions") govern the acquisition, utilization, and dissemination of personal data when you interact with or utilize the software and services provided by MARKETFLOW LLC, doing business as Marketflow365 ("we," "us," or "our"), a company formed under the laws of the State of Delaware, through our website, application, or affiliated offerings (collectively referred to as the "Services").

By engaging with or utilizing our Services, you grant your consent to the procedures delineated in these Provisions. If you dissent with these Provisions, kindly abstain from using our Services.

2. Information We Gather

We may amass the ensuing personal data from you, either voluntarily furnished or through your interaction with our Services:

- **Contact Information:** Your email address and telephone number are collected to disseminate crucial updates, expedite communication regarding your account, and deliver promotional material germane to our Services.
- **Tracked and Hidden Data:** The details of the products, listings, or retail data you track, save, or hide within the software to help us tailor your experience and improve our data suggestions.
- **Financial Data:** Your credit card data is collected and securely stored via reputable third-party payment processors (such as Stripe and others) to streamline your purchases and facilitate payment processing for your subscriptions.

3. Cookies and Tracking Technologies (Strict Opt-In)

We utilize analytics and tracking tools, including Google Analytics 4 (GA4) and Hotjar, to understand user behavior and improve our software. However, we operate on a strict opt-in consent model.

We do not deploy non-essential cookies, trackers, or behavioral monitoring scripts on your device without your explicit prior approval. If you decline consent or utilize "Do Not Track" (DNT) / Global Privacy Control signals in your browser, we respect those preferences and will only use strictly necessary cookies required for the fundamental operation and security of the software.

4. Utilization of Personal Data

We leverage the personal data amassed for the ensuing objectives:

- **Service Provision & Hosting:** To grant you access to our Services, manage your account, and host your data securely using enterprise-grade infrastructure, such as Google Cloud Platform (GCP).

- **Communication & Marketing:** To respond to your inquiries and, with your consent, utilize third-party email providers to send marketing communications, newsletters, and system alerts.
- **Transaction Processing:** To facilitate seamless billing and subscription management.

5. Disclosure of Personal Data

We do not sell your personal data. We may reveal your data to third parties under the ensuing situations:

- **Service Providers:** We enlist reputable third-party service providers (including GCP, Stripe, GA4, Hotjar, and various email marketing providers) to aid in operating our Services. These providers are bound by strict confidentiality agreements and may only process data as instructed by us.
- **Legal Compliance:** We may divulge your personal data when compelled by law, court orders, subpoenas, or to protect the rights, property, or safety of MARKETFLOW LLC, our users, or the public.

6. International Data Transfers

MARKETFLOW LLC is a United States entity, but our operations and support teams are distributed internationally. By using our Services, you acknowledge that your data may be transferred to, stored, and processed in the United States and other global locations where our service providers (such as GCP) operate, subject to appropriate legal safeguards.

7. Data Security

We execute judicious technical and organizational security measures to safeguard your personal data from unauthorized access, revelation, modification, or obliteration. Nevertheless, no mode of internet transmission or electronic storage can warrant unalloyed security.

8. Retention of Personal Data

We maintain your personal data only for as long as your account is active or as necessary to fulfill the objectives delineated in these Provisions. Upon account closure, we will delete or anonymize your personal data, except where retention is mandated by tax, legal, or accounting obligations.

9. Your Options and Entitlements (GDPR & CCPA Rights)

Depending on your jurisdiction, you possess specific legal rights regarding your personal data:

- **Access, Revision, and Portability:** You may access, correct, or request a transferable copy of your personal data.
- **Erasure (Right to be Forgotten):** You may request the deletion of your personal data, subject to legitimate legal and business retention requirements.

- **Restriction and Opt-Out:** You may withdraw your consent for marketing communications or non-essential tracking at any time without penalty.

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

10. Children's Privacy

Our Services are designed strictly for business-to-business (B2B) use and are intended solely for users who are 18 years of age or older. We do not knowingly collect personal data from individuals under the age of 18. If we become aware that we have inadvertently collected such data, we will take immediate steps to delete it.

11. Governing Law

These Privacy Provisions and your use of the Services are governed by the laws of the State of Delaware, United States, without regard to its conflict of law principles.

12. Modifications to these Provisions

We may periodically revise these Privacy Provisions. The most current iteration will always be published on our website. We encourage you to review these Provisions at intervals. By continuing to utilize our Services after the effective date of any modifications, you embrace and concur with the revised Privacy Provisions.

13. Contacting Us

If you have queries, reservations, or grievances regarding our privacy practices, or wish to avail yourself of your legal entitlements, kindly reach out to us at:

MARKETFLOW LLC (Marketflow365)

Email: info@marketflow365.com

Mailing Address: 8 The Green, Dover, Delaware, USA