

Privacy Policy for ArmatusDefence.com and ArmatusDefence.ca

Effective Date: 2024-11-12

1. Information We Collect

When you submit a contact form on our website, we collect the following information:

- **Personal Information:** This includes your name, email address, phone number, and any additional details provided in the message.
- **Company Information:** If applicable, we may also collect the name of the company you represent.
- **Other Voluntarily Provided Information:** Any other details you choose to include in your message or additional fields.

We also collect general usage data through Google Analytics, which is described in more detail below.

2. How We Use Your Information

We use the information collected through the contact form for the following purposes:

- **To Communicate with You:** We use your contact information to respond to your inquiries, answer questions, and provide information about our services.
- **To Provide Services:** If your inquiry leads to a business relationship, we may use your information to deliver the services you requested.
- **To Improve Our Services:** We may use aggregated, anonymized information to understand how users interact with our site, helping us enhance our offerings and user experience.
- **To Analyze Site Usage:** We use Google Analytics to gather information about how visitors interact with our website. This includes data such as page views, time spent on the site, and general geographic location (non-personalized). Google Analytics data is anonymized and does not include personally identifiable information.

3. Data Sharing and Disclosure

We do not sell, rent, or share your personal information with third parties, except as follows:

- **Service Providers:** We may share your information with third-party providers who assist us with our business operations (e.g., email services, data storage). These providers are bound by strict confidentiality obligations and are only permitted to use your data as necessary to provide services to us.
- **Google Analytics:** We use Google Analytics to analyze site traffic and improve our services. Google may process anonymized data in accordance with its own privacy policy, which you can review [here](#).

- **Legal Requirements:** We may disclose your information if required by law, such as in response to a subpoena or other legal request.

4. Data Security

We take appropriate technical and organizational measures to protect the data you submit from unauthorized access, alteration, disclosure, or destruction. Although we strive to protect your information, no internet transmission is entirely secure, and we cannot guarantee its absolute security.

5. Data Retention

We retain your personal information only as long as necessary for the purposes outlined in this policy:

- If you do not engage our services, we will securely delete your data within one year of the submission date.
- For clients, data may be retained as long as required by our business needs, legal obligations, or contractual agreements.
- **Google Analytics Data:** We retain anonymized analytics data for up to 14 months to understand usage trends over time. After this period, data is automatically deleted.

6. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to improve your experience and analyze site traffic. Cookies are small files stored on your device.

- **Google Analytics Cookies:** We use Google Analytics cookies to track site usage anonymously. These cookies collect information on how users interact with our website, but they do not identify you personally. You can opt out of Google Analytics tracking by adjusting your cookie preferences in the consent banner or by using the Google Analytics Opt-Out Browser Add-on.

By using our contact form and continuing to browse our website, you consent to the use of cookies as described in this policy.

7. Your Rights and Choices

Depending on your location and applicable law, you may have the following rights regarding your personal information:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** You have the right to request corrections to any inaccuracies in your data.
- **Deletion:** You may request deletion of your data, subject to our legal and business obligations.

- **Objection and Restriction:** You may object to or request a restriction on certain data processing activities.

To exercise these rights, please contact us at the email provided in Section 10.

8. Children's Privacy

Our services are not intended for children under the age of 13. We do not knowingly collect personal data from children. If we become aware that we have collected data from a child, we will take steps to delete that information promptly.

9. Updates to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or other considerations. Changes will be posted on this page, and we will update the "Effective Date" at the top. We encourage you to review this policy periodically.

10. Contact Us

If you have questions about this Privacy Policy or our data practices, please contact us at:

Email: kbergman@bergmanwebdesign.com

Phone: 250-800-8968

By submitting your information through our contact form and continuing to use our website, you acknowledge that you have read and understood this Privacy Policy and agree to our collection, use, and processing of your personal information as described.