

Privacy Policy

Effective Date: April 10, 2025

Last Updated: April 10, 2025

Vivid Strategy Incorporated ("Vivid Strategy," "we," "us," or "our") values your privacy and is committed to safeguarding the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website or interact with our services.

This policy complies with applicable laws, including the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA).

1. Information We Collect

A. Information You Voluntarily Provide

- Name, email address, phone number
- Company name and position
- Inquiry or request details submitted via contact forms
- Billing and payment information (for clients)

B. Information Collected Automatically

- IP address
- Browser type and version
- Operating system and device type
- Pages viewed, links clicked, and session duration
- Referrer URLs and geolocation data

C. Tracking Technologies

We use cookies, pixels, tags, and similar technologies to:

- Understand how users navigate our website
- Track conversions and engagement (e.g., via Google Analytics, Facebook Pixel)
- Personalize advertising and retargeting campaigns

2. How We Use Your Information

We may use the information we collect to:

- Respond to inquiries and communicate with you
- Deliver marketing services to clients
- Personalize website content and improve user experience
- Send newsletters or promotional materials (with opt-out)
- Conduct advertising and retargeting
- Fulfill contracts and process payments
- Comply with legal and regulatory requirements

3. How We Share Information

We do not sell your personal information. We may share data with:

- Trusted vendors and service providers
- Legal authorities, if required
- Successors in a business transfer
- With your consent

4. California Privacy Rights

Under the CCPA and CPRA, California residents may:

- Request information we collect, use, or disclose

- Request access or deletion of your personal information
- Request correction of inaccurate data
- Limit use of sensitive data
- Opt-out of sale/sharing (we do not sell your data)
- Exercise rights without discrimination

To exercise your rights, contact: privacy@vividstrategy.com

5. Data Retention

We retain data only as long as necessary for legitimate business or legal purposes.

6. Data Security

We use appropriate technical and administrative safeguards to protect your personal data.

7. International Users

Our website is intended for U.S. residents. International users assume risk by using the site.

8. Children's Privacy

We do not knowingly collect data from children under 13.

9. Third-Party Services and Links

We are not responsible for the privacy practices of third-party platforms linked from our site.

10. Email Communications and Opt-Out

You can unsubscribe from our emails at any time via the unsubscribe link or by contacting us.

11. Changes to This Privacy Policy

We may update this policy at any time. Updates will be posted with a revised effective date.

12. Contact Us

Vivid Strategy Incorporated

Email: privacy@vividstrategy.com

Address: [Insert Business Address]

Phone: [Insert Business Phone Number]