

The Marketing Millennial LLC ("The Marketing Millennial," "Company," "we," "our," or "us") values your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, store, and protect your information when you visit our websites, use our software, communicate with us, or engage our services.

By accessing our websites, using our software, submitting information through our forms, or utilizing any services provided by The Marketing Millennial, you acknowledge that you have read and agree to this Privacy Policy.

1. Who We Are

The Marketing Millennial is a marketing strategy, branding, technology implementation, automation, software development, research, and business consulting company.

Our services may include:

- Marketing Strategy
- Brand Development
- Website Design & Development
- Landing Pages
- CRM Implementation
- Email Marketing
- SMS Marketing
- Social Media Management
- Reputation Management
- Workflow Automation
- Artificial Intelligence Solutions
- Lead Generation
- Employee & Customer Research
- Reporting & Analytics
- Business Consulting
- Proprietary Software

This Privacy Policy applies to all current and future products, software platforms, applications, client portals, automation systems, and services owned or operated by The Marketing Millennial, including but not limited to:

- TradeFlow EQ™
 - TradeRep Pro™
 - RightDesk Reports™
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2. Information We Collect

We may collect information you voluntarily provide, information collected automatically through your use of our services, and information provided to us by our clients when authorized.

Personal Information

This may include:

- Name
- Company Name
- Job Title
- Email Address
- Phone Number
- Mailing Address
- Billing Information
- Payment Information
- Appointment Information

Business Information

When working with business clients, we may collect:

- Business Name
- Website
- Google Business Profile
- Social Media Accounts
- CRM Information
- Marketing Assets
- Business Goals
- Customer Communication Preferences
- Marketing Performance Data

Technical Information

When visiting our websites or software, we may automatically collect:

- IP Address
 - Browser Type
 - Device Information
 - Operating System
 - Session Information
 - Referral URLs
 - Website Usage Data
 - Cookies
 - Analytics Information
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3. How We Use Your Information

We use information to:

- Provide requested services
 - Build and maintain websites
 - Configure software
 - Manage marketing campaigns
 - Deliver CRM services
 - Schedule appointments
 - Process payments
 - Send invoices
 - Respond to inquiries
 - Improve customer support
 - Deliver email campaigns
 - Deliver SMS communications
 - Generate reports
 - Conduct marketing research
 - Improve our software
 - Protect our systems
 - Comply with legal obligations
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4. Client Data Processing

The Marketing Millennial frequently processes information on behalf of our clients.

When providing marketing, CRM, automation, software implementation, website management, reputation management, or communication services, we may process personal information belonging to our clients' customers.

In these situations:

- The Client remains the owner and controller of its customer data.
 - The Marketing Millennial acts as a service provider or data processor.
 - Clients are responsible for ensuring they have obtained any required consent before providing customer information to us.
 - We process customer information solely for the purpose of delivering the services requested by the Client.
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5. Marketing Communications

If you voluntarily provide your contact information, we may communicate with you regarding:

- Appointment reminders
- Proposal follow-up
- Project updates
- Customer support
- Billing notifications
- Educational resources
- Newsletters
- Marketing communications
- Promotional offers

Communications may be delivered through:

- Email
- Telephone
- SMS/Text Message
- Automated messaging systems

Message frequency varies.

Message and data rates may apply.

You may unsubscribe from promotional emails at any time using the unsubscribe link contained within the email.

You may opt out of SMS communications by replying **STOP**.

Reply **HELP** for assistance.

Consent to receive marketing communications is not a condition of purchasing services.

6. Artificial Intelligence & Automation

The Marketing Millennial utilizes artificial intelligence ("AI"), automation, and workflow technologies to enhance the services we provide.

These technologies may assist with:

- Content creation
- Marketing automation
- Customer communication
- Reporting
- Data organization
- Business analysis
- Workflow optimization

We do not knowingly use Client Confidential Information or customer personal information to train public artificial intelligence models.

Where third-party AI providers are utilized, they are used solely for the purpose of delivering requested services and are expected to maintain appropriate privacy and security safeguards.

7. Research & Analytics

The Marketing Millennial may collect, analyze, and aggregate information for purposes such as:

- Marketing performance
- Website analytics
- Customer behavior
- Campaign effectiveness
- Business intelligence
- Product improvement
- Internal research

Whenever practical, information used for research or reporting is aggregated or anonymized.

8. Cookies & Tracking Technologies

Our websites may use:

- Cookies
- Google Analytics
- Meta Pixel
- Advertising Pixels
- Conversion Tracking
- Session Cookies
- Similar Technologies

These technologies help us:

- Improve website performance
- Analyze visitor behavior
- Personalize user experiences
- Measure advertising effectiveness
- Enhance security

You may disable cookies through your browser settings; however, portions of our websites may not function as intended.

9. Information Sharing

We do not sell your personal information.

We may share information with trusted third-party service providers necessary to deliver our services, including providers for:

- Payment Processing
- Email Delivery
- SMS Messaging
- Website Hosting
- CRM Services
- Marketing Automation
- Analytics
- Cloud Storage
- Customer Support
- Artificial Intelligence Services

We may also disclose information when required by law or to protect our legal rights.

10. Data Security

The Marketing Millennial implements commercially reasonable administrative, technical, and organizational safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

While we take reasonable precautions, no internet transmission or electronic storage method can be guaranteed to be completely secure.

11. Data Retention

We retain information only as long as reasonably necessary to:

- Provide services
- Fulfill contractual obligations
- Maintain business records
- Resolve disputes
- Comply with legal requirements
- Improve our services

When information is no longer required, it will be securely deleted or anonymized where appropriate.

12. Your Privacy Choices

You may request to:

- Access your personal information
- Correct inaccurate information
- Request deletion of personal information
- Withdraw marketing consent
- Update communication preferences

Certain information may be retained where required by law or necessary to fulfill contractual obligations.

Requests may be submitted using the contact information below.

13. Third-Party Websites

Our websites may contain links to third-party websites or services.

The Marketing Millennial is not responsible for the privacy practices or content of websites not owned or controlled by us.

14. Children's Privacy

Our services are intended for businesses and adults.

We do not knowingly collect personal information from children under the age of 13.

If we learn that such information has been collected, we will take reasonable steps to delete it.

15. International Visitors

Our services are operated primarily within the United States.

If you access our services from outside the United States, you understand that your information may be transferred to and processed in the United States, where privacy laws may differ from those in your jurisdiction.

16. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, legal requirements, or technology.

The revised version will be posted on our website with an updated Effective Date.

Continued use of our services constitutes acceptance of the revised Privacy Policy.

17. Contact Us

If you have questions regarding this Privacy Policy or your personal information, please contact us:

The Marketing Millennial LLC

Email: Info@themarketingmillennial.com

Website: www.themarketingmillennial.com