



## Cookie Policy

This Privacy Policy describes the policies of ZCoordinate Solutions (ZCoordinate) on the collection, use, and disclosure of your information that we collect when you use our website <https://zcoordinate.com/>. By accessing or using the website, you are consenting to the collection, use, and disclosure of your information in accordance with this Privacy Policy.

### Information We Collect:

We will collect and process the following personal information about you through HubSpot forms on our blog posts to download article PDFs:

- Name
- Email
- Phone number

### How We Use Your Information:

We will use the information that we collect about you for the following purposes:

- Marketing/Promotional
- Support
- Administration info
- Targeted advertising

If we want to use your information for any other purpose, we will ask for your consent and will use your information only upon receiving your consent and only for the purpose(s) for which you grant consent unless we are required to do otherwise by law.

## **How We Share Your Information:**

We will not transfer your personal information to any third party without seeking your consent, except in limited circumstances as described below:

HubSpot for data processing and marketing automation

Analytics

Data collection & processing

We require such third parties to use the personal information we transfer to them only for the purpose for which it was transferred and not to retain it longer than is required for fulfilling the said purpose.

We may also disclose your personal information for the following:

1. To comply with applicable law, regulation, court order, or other legal process;
2. To enforce your agreements with us, including this Privacy Policy; or
3. To respond to claims that your use of the Service violates any third-party rights.

If the Service or our company is merged or acquired by another company, your information will be one of the assets that are transferred to the new owner.

## **Retention Of Your Information:**

We will retain your personal information for as long as necessary to provide you with the services requested or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our policies. We may need to retain certain information for longer periods for record-keeping/reporting in accordance with applicable law or for other legitimate reasons like enforcing legal rights, fraud prevention, etc. Residual anonymous information and aggregate information, neither of which identifies you (directly or indirectly), may be stored indefinitely.

## **Your Rights:**

Depending on the law that applies, you may have a right to access, rectify, or erase your personal data, or receive a copy of your personal data, restrict or object to the active processing of your data, ask us to share (port) your personal information to another entity, withdraw any consent you provided to us to process your data, and lodge a complaint with a statutory authority. To exercise these rights, you can write to us at [info@zcoordinate.com](mailto:info@zcoordinate.com). We will respond to your request in accordance with applicable law.

Do note that if you do not allow us to collect or process the required personal information or withdraw the consent to process the same for the required purposes, you may not be able to access or use the services for which your information was sought.

**Cookies Etc.:**

We use cookies and similar tracking technologies to collect and use personal information about you. For more information about the types of cookies we use, why we use them, and how you can control them, please refer to our Cookie Policy.

**Security:**

The security of your information is important to us, and we will use reasonable security measures to prevent the loss, misuse, or unauthorized alteration of your information under our control. However, given the inherent risks, we cannot guarantee absolute security and consequently, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

**Grievance / Data Protection Officer:**

If you have any queries or concerns about the processing of your information that is available with us, you may email our Grievance Officer at [info@zcoordinate.com](mailto:info@zcoordinate.com). We will address your concerns in accordance with applicable law.

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