

GTMIFY LEGAL

# Privacy Policy

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## 1. Introduction

GTMify LLC ("GTMify", "we", "us", or "our") is committed to protecting your privacy and personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our go-to-market automation services, and engage with our human-operated, AI-optimized outbound systems.

We collect personal data about you such as your name, email address, company information, and business requirements when you complete forms on our website, contact us for consultations, or engage our services. We may also collect additional information if you voluntarily provide it during your interactions with our team or through our platform.

We monitor website usage including page visits, time spent on site, traffic patterns, and location data to help us understand our users and improve our services. This information may be aggregated or statistical, meaning we cannot identify you individually.

As a provider of go-to-market automation services that include content intelligence, outbound orchestration, and intent prediction, we process data on behalf of our clients to deliver personalized multi-channel campaigns. This Privacy Policy covers both our direct relationship with you and our role as a data processor for client campaigns. The full processor obligations and current sub-processor list are set out in our [Data Processing Agreement](#).

## 2. Information We Collect

### 2.1 Information You Provide Directly

We collect information that you provide directly to us, including:

- **Contact Information:** Name, email address, phone number, company name, job title, and business address
- **Business Information:** Company size, industry, revenue range, go-to-market challenges, and strategic objectives
- **Project Requirements:** Campaign goals, target audience specifications, messaging preferences, and success metrics
- **Account Information:** Login credentials, user preferences, and platform settings
- **Communications:** Messages and communications through our website forms, email, phone calls, and video consultations
- **Payment Information:** Billing details, payment method information, and transaction history

- **Content and Assets:** Product documentation, customer stories, competitive intelligence, brand guidelines, and marketing materials you provide for campaign development

## 2.2 Information We Collect Automatically

When you visit our website or use our platform, we automatically collect certain information:

- **Website Usage Data:** Pages visited, time spent on site, navigation patterns, click-through rates, and referral sources
- **Technical Information:** IP address, browser type and version, device information, operating system, and screen resolution
- **Analytics Data:** User behavior patterns, feature usage, and performance metrics collected through Google Analytics, PostHog, and other analytics tools to improve our platform and user experience
- **Visitor Intelligence Data:** Information collected through RB2B for visitor identification and lead intelligence
- **Personalization Data:** Data collected through Warmly for website personalization and visitor engagement optimization
- **Account-Based Marketing Data:** Information gathered through Kwanzoo including visitor de-anonymization data, contact details (work email, LinkedIn, mobile), intent signals, account-level buying behavior, campaign engagement metrics, and cross-channel attribution data for AI-powered lead generation and automated campaign orchestration
- **Cookie Data:** Information collected through cookies and similar tracking technologies (see Section 8 for details)

## 2.3 Information We Process on Behalf of Clients

As part of our go-to-market automation services, we process data on behalf of our clients, including:

- **Prospect Data:** Contact information, company details, job titles, and professional backgrounds of individuals targeted in client campaigns
- **Intent Data:** Behavioral signals, content engagement patterns, technology usage, and buying intent indicators
- **Engagement Data:** Email opens, clicks, responses, LinkedIn interactions, and multi-channel engagement metrics
- **CRM Data:** Lead scores, opportunity stages, deal values, and sales pipeline information integrated from client systems
- **Communication Records:** Email sequences, LinkedIn messages, SMS, WhatsApp, phone, and handwritten communications, and response tracking across all channels

## 3. How We Use Your Information

### 3.1 Service Provision and Platform Operation

We use your personal information for the following purposes:

- **Service Delivery:** To provide our go-to-market automation services, including content intelligence development, outbound orchestration, and intent prediction
- **Platform Operation:** To operate and maintain our technology platform, user accounts, and service infrastructure
- **Campaign Execution:** To execute multi-channel outbound campaigns on behalf of clients across email, LinkedIn, SMS, WhatsApp, phone, handwritten direct mail, and contact-based advertising
- **Performance Optimization:** To analyze campaign performance, optimize messaging variants, and improve conversion rates through our AI-human hybrid approach
- **Customer Support:** To respond to inquiries, provide technical support, and resolve service issues
- **Account Management:** To manage client relationships, track service usage, and ensure successful campaign outcomes

### 3.2 Business Operations and Improvement

- **Service Enhancement:** To understand user needs, improve our platform features, and develop new service offerings using insights from Google Analytics, PostHog, and other analytics tools
- **Quality Assurance:** To monitor service quality, ensure compliance with client requirements, and maintain our operational standards
- **Product Development:** To develop new AI capabilities, improve our human-AI collaboration processes, enhance our go-to-market methodologies, and fix bugs using data from PostHog and other monitoring tools
- **Website Optimization & Lead Generation:** To improve user experience, personalize visitor interactions through Warmly, identify and convert high-value prospects through Kwanzoo's AI-powered account-based marketing platform (including visitor de-anonymization, intent-based lead generation, and automated campaign orchestration), and enhance lead intelligence through RB2B
- **Performance Monitoring:** To track system performance, identify technical issues, and ensure optimal platform functionality
- **Business Analytics:** To analyze business performance, understand market trends, and make strategic decisions about our service offerings

### 3.3 Legal and Administrative Purposes

- **Legal Compliance:** To comply with applicable laws, regulations, and legal obligations
- **Rights Protection:** To protect our rights, property, and safety, as well as the rights of our clients and users
- **Administrative Functions:** To maintain business records, process payments, and manage contractual relationships

- **Dispute Resolution:** To investigate and resolve disputes, claims, or legal issues that may arise

## 4. Marketing Communications and Outreach

### 4.1 Our Marketing to You

We may contact you via email, phone, LinkedIn, or other methods about our services that may interest you, including:

- **Service Updates:** Information about new features, platform enhancements, and service improvements
- **Educational Content:** Industry insights, best practices, and thought leadership related to go-to-market strategies
- **Event Invitations:** Webinars, workshops, and industry events that may be relevant to your business
- **Promotional Offers:** Special pricing, trial opportunities, and service promotions

You can opt out of marketing communications at any time by following the unsubscribe instructions in our emails, updating your preferences in our platform, or contacting us directly at [privacy@gtmify.io](mailto:privacy@gtmify.io).

### 4.2 Client Campaign Communications

As part of our service delivery, we send communications on behalf of our clients to their prospects and customers. These communications are governed by:

- **Client Instructions:** We follow specific guidelines and approval processes established by each client
- **Compliance Requirements:** We ensure all communications comply with applicable laws including CAN-SPAM, GDPR, and regional regulations
- **Opt-out Management:** We maintain suppression lists and honor opt-out requests for all client campaigns
- **Quality Standards:** Our human team reviews and approves all messaging to ensure it meets professional and ethical standards

## 5. Information Sharing and Disclosure

### 5.1 General Sharing Principles

We do not sell your personal information to third parties. We may share your information only in the following circumstances.

### 5.2 Service Providers and Sub-processors

We may share your information with trusted third-party service providers who assist us in operating our business. The complete, current list of sub-processors — including hosting, AI/LLM providers, workflow orchestration, lead sourcing, contact enrichment, intent identification, content and social engagement tools, email infrastructure, CRM, scheduling, analytics, and operational tools — is maintained in our [Data Processing Agreement, Annex III](#). Categories include:

- **Technology Providers:** Cloud hosting services, database management, and platform infrastructure providers
- **Communication Services:** Email delivery platforms, SMS providers, WhatsApp providers, phone dialer services, handwritten card vendors, and social media APIs for campaign execution
- **Analytics and Monitoring Services:** Google Analytics for website analytics, PostHog for product analytics and feature management, and other business intelligence tools
- **Website Optimization & Lead Generation Services:** RB2B for visitor identification and lead intelligence, Warmly for website personalization and visitor engagement, Kwanzoo for AI-powered account-based marketing including visitor de-anonymization, intent-based lead generation, account intelligence monitoring, and automated multi-channel campaign orchestration
- **Payment Processors:** Secure payment processing and billing management services via Stripe and QuickBooks Payments
- **Professional Services:** Legal counsel, accounting services, and business consultants bound by confidentiality agreements

All third-party service providers are required to maintain the confidentiality of your information and use it only for specified purposes under written agreements that include appropriate data protection provisions consistent with our [DPA](#).

### 5.3 Client Data Sharing

For client campaign data, we may share information as directed by our clients:

- **Client Systems:** Integration with client CRM, marketing automation, and sales enablement platforms
- **Client Teams:** Sharing campaign results, performance metrics, and lead information with authorized client personnel
- **Client-Approved Partners:** Sharing data with third parties specifically authorized by clients for campaign purposes

### 5.4 Legal and Business Requirements

We may disclose your information when required by law or to protect our legitimate business interests:

- **Legal Obligations:** When required by court order, subpoena, or applicable law
- **Rights Protection:** To protect our rights, property, safety, or the rights of our clients and users
- **Business Transfers:** In connection with a merger, acquisition, or sale of business assets

- **Fraud Prevention:** To investigate and prevent fraudulent or illegal activities

## 6. Data Security and Protection

### 6.1 Security Measures

We implement comprehensive security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction:

- **Encryption:** All data transmissions are encrypted using industry-standard SSL/TLS protocols
- **Access Controls:** Role-based access controls limit data access to authorized personnel only
- **Infrastructure Security:** Secure cloud hosting with reputable providers including AWS
- **Regular Monitoring:** Continuous security monitoring, threat detection, and incident response procedures
- **Employee Training:** Regular security training for all team members handling personal data
- **Vendor Management:** Security assessments and contractual protections for all third-party service providers (see our [DPA, Annex II](#))

### 6.2 Data Processing Safeguards

For client campaign data processing, we maintain additional safeguards:

- **Data Segregation:** Client data is logically separated and access-controlled by client account
- **Processing Limitations:** Data is used only for authorized campaign purposes as specified by clients
- **Retention Controls:** Automated data retention and deletion processes based on client requirements
- **Audit Trails:** Comprehensive logging of all data access and processing activities

### 6.3 Security Limitations

While we implement robust security measures, no method of transmission over the Internet or electronic storage is completely secure. We cannot guarantee absolute security, but we continuously work to improve our security posture and respond promptly to any security incidents.

## 7. Your Rights and Choices

### 7.1 Access and Control Rights

You have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you, including data sources and processing purposes

- **Correction:** Ask us to update, correct, or complete inaccurate or incomplete information
- **Deletion:** Request that we delete your personal information, subject to legal and contractual obligations
- **Restriction:** Limit how we process your information in certain circumstances
- **Portability:** Receive your personal data in a structured, machine-readable format
- **Objection:** Object to certain types of processing, including direct marketing

## 7.2 Marketing Preferences

You can control your marketing communication preferences:

- **Email Unsubscribe:** Use the unsubscribe link in any marketing email
- **Preference Center:** Update your communication preferences through our platform
- **Direct Contact:** Email us at [privacy@gtmify.io](mailto:privacy@gtmify.io) to modify your preferences
- **Opt-out Requests:** We will honor opt-out requests within 10 business days

## 7.3 Exercising Your Rights

To exercise any of these rights, contact us at [privacy@gtmify.io](mailto:privacy@gtmify.io) with:

- **Identity Verification:** Sufficient information to verify your identity
- **Specific Request:** Clear description of the right you wish to exercise
- **Relevant Details:** Any specific information or time periods relevant to your request

We will respond to your request within 30 days and may request additional information if needed to verify your identity or clarify your request.

# 8. Cookies and Tracking Technologies

## 8.1 Types of Cookies We Use

We use cookies and similar technologies to enhance your experience and improve our services:

- **Essential Cookies:** Required for basic website functionality, user authentication, and security
- **Performance Cookies:** Collect anonymous information about website usage to improve performance
- **Functional Cookies:** Remember your preferences and settings to personalize your experience
- **Analytics Cookies:** Help us understand user behavior and measure website effectiveness
- **Marketing Cookies:** Used to deliver relevant advertising and measure campaign effectiveness

## 8.2 Third-Party Cookies

We may allow third-party service providers to place cookies on our website for:

- **Website Analytics:** Google Analytics to understand user behavior and website performance
- **Product Analytics:** PostHog for feature usage tracking, user journey analysis, and product optimization
- **Visitor Intelligence:** RB2B for visitor identification and lead intelligence gathering
- **Website Personalization:** Warmly for personalized visitor experiences and engagement optimization
- **Account-Based Marketing & Lead Generation:** Kwanzoo for AI-powered visitor de-anonymization, intent-based lead generation, account intelligence monitoring, automated multi-channel campaign orchestration, and cross-channel attribution analysis
- **Marketing Platforms:** LinkedIn, Google Ads, and other advertising platforms for campaign measurement
- **Customer Support:** Live chat, help desk, and customer service tools
- **Social Media:** Social media plugins and sharing functionality

### 8.3 Cookie Management

You can control cookies through your browser settings:

- **Browser Controls:** Most browsers allow you to refuse cookies or alert you when cookies are being sent
- **Opt-out Tools:** Use industry opt-out tools for advertising cookies
- **Platform Settings:** Adjust cookie preferences through our platform settings

Please note that disabling certain cookies may affect website functionality and your user experience.

## 9. Data Retention and Deletion

### 9.1 Retention Principles

We retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy:

- **Service Provision:** While you remain an active client and for a reasonable period thereafter
- **Legal Requirements:** As required by applicable laws and regulations
- **Business Purposes:** For legitimate business purposes including dispute resolution and compliance

### 9.2 Specific Retention Periods

- **Client Account Data:** Retained for the duration of the client relationship plus 7 years for business records
- **Campaign Data:** Retained according to client specifications, typically 2-5 years

- **Marketing Data:** Until you unsubscribe or request deletion, or after 3 years of inactivity
- **Website Analytics:** Aggregated data retained indefinitely; individual data deleted after 26 months
- **Support Records:** Retained for 3 years after case closure
- **Financial Records:** Retained for 7 years as required by law

### 9.3 Data Deletion

We will delete your personal information:

- **Upon Request:** When you request deletion and no legal obligations require retention
- **Contract Termination:** After the retention period following contract termination
- **Automated Deletion:** Through automated processes for expired data
- **Legal Requirements:** When required by law or court order

## 10. Third-Party Information and Consent

### 10.1 Information About Others

If you provide information about someone else (such as prospect data for campaigns), you confirm that:

- **Authorization:** You have the authority to provide their information
- **Consent:** You have obtained appropriate consent for us to process their data
- **Notice:** You have provided them with notice about our processing activities
- **Rights:** You will inform them of their rights regarding their personal data

### 10.2 Client Responsibilities

Our clients are responsible for:

- **Data Accuracy:** Ensuring prospect data is accurate and up-to-date
- **Legal Compliance:** Obtaining necessary consents and complying with applicable laws
- **Opt-out Management:** Maintaining suppression lists and honoring opt-out requests
- **Data Quality:** Providing clean, permission-based contact lists for campaigns

## 11. Children's Privacy

Our services are designed for business use and are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children under 16. If we become aware that we have collected personal information from a child under 16, we will take steps to delete such information promptly.

If you believe we have collected information from a child under 16, please contact us immediately at [privacy@gtmify.io](mailto:privacy@gtmify.io).

## 12. International Data Transfers

### 12.1 Cross-Border Processing

Your information may be transferred to and processed in countries outside your jurisdiction, including the United States, where our primary operations are located. We ensure appropriate protections are in place for such transfers through:

- **Adequacy Decisions:** Transfers to countries with adequate data protection as determined by relevant authorities
- **Standard Contractual Clauses:** Use of approved standard contractual clauses for international transfers
- **Certification Programs:** Participation in recognized certification programs for data protection
- **Binding Corporate Rules:** Implementation of binding corporate rules for intra-group transfers

### 12.2 Safeguards for International Transfers

We implement additional safeguards for international data transfers, set out in detail in our [Data Processing Agreement](#):

- **Data Processing Agreements:** Comprehensive agreements with international service providers
- **Security Requirements:** Enhanced security measures for cross-border data flows
- **Regular Assessments:** Ongoing assessment of data protection laws in destination countries
- **Transfer Impact Assessments:** Evaluation of risks associated with specific international transfers

## 13. GDPR Rights (EU Residents)

### 13.1 Legal Basis for Processing

For EU residents, we process your personal data based on the following legal grounds:

- **Contract Performance:** To fulfill our contractual obligations to provide services
- **Legitimate Interests:** For our legitimate business interests, balanced against your rights
- **Consent:** Where you have provided specific consent for certain processing activities
- **Legal Obligations:** To comply with legal requirements and regulatory obligations

### 13.2 Additional GDPR Rights

If you are in the European Union, you have additional rights under GDPR:

- **Withdraw Consent:** Withdraw consent at any time for consent-based processing
- **Object to Processing:** Object to processing based on legitimate interests or direct marketing
- **Data Portability:** Receive your data in a structured, machine-readable format
- **Automated Decision-Making:** Rights regarding automated decision-making and profiling
- **Supervisory Authority:** Lodge complaints with data protection authorities

### 13.3 EU Representative

For EU-related matters, you can contact our EU representative at:

**Email:** [eu-privacy@gtmify.io](mailto:eu-privacy@gtmify.io)

**Address:** GTMify LLC

1111B S Governors Ave STE 26540

Dover DE 19904

United States

## 14. California Privacy Rights (CCPA)

### 14.1 California Consumer Rights

If you are a California resident, you have specific rights under the California Consumer Privacy Act (CCPA):

- **Right to Know:** Request information about the categories and specific pieces of personal information we collect
- **Right to Delete:** Request deletion of your personal information, subject to certain exceptions
- **Right to Opt-Out:** Opt-out of the sale of your personal information (Note: We do not sell personal information)
- **Right to Non-Discrimination:** Not receive discriminatory treatment for exercising your privacy rights

### 14.2 Categories of Information Collected

Under CCPA, we collect the following categories of personal information:

- **Identifiers:** Names, email addresses, phone numbers, and online identifiers
- **Commercial Information:** Records of services purchased and customer preferences
- **Internet Activity:** Website usage, email engagement, and platform interactions
- **Professional Information:** Job titles, company information, and business contact details
- **Inferences:** Profiles reflecting preferences, characteristics, and behavior patterns

### 14.3 Exercising California Rights

To exercise your California privacy rights, contact us at [privacy@gtmify.io](mailto:privacy@gtmify.io) or call our toll-free number: (888) 486-7798. We will verify your identity before processing your request and respond within 45 days.

## 15. Changes to This Privacy Policy

### 15.1 Policy Updates

We may update this Privacy Policy periodically to reflect changes in our practices, services, or legal requirements. We will notify you of material changes by:

- **Website Notice:** Posting the updated policy on our website with a new "Last Updated" date
- **Email Notification:** Sending email notifications to registered users for significant changes
- **Platform Alerts:** Displaying notifications within our platform for active users
- **Direct Communication:** Contacting clients directly for changes that affect service delivery

### 15.2 Continued Use

Your continued use of our services after any changes to this Privacy Policy constitutes acceptance of the updated policy. If you do not agree with the changes, you may discontinue use of our services and request deletion of your personal information.

### 15.3 Policy Review

We conduct regular reviews of this Privacy Policy to ensure it remains current and compliant with applicable laws. Reviews are conducted at least annually or when significant changes occur in our business operations or legal requirements.

## 16. Contact Information and Data Protection Officer

### 16.1 Privacy Inquiries

For questions about this Privacy Policy, to exercise your rights, or to report privacy concerns, contact us at:

**Email:** [privacy@gtmify.io](mailto:privacy@gtmify.io)

**Phone:** (856) 314-5076

**Address:** GTMify LLC, 1111B S Governors Ave STE 26540, Dover DE 19904, United States

### 16.2 Data Protection Officer

Our Data Protection Officer can be reached at:

**Email:** [dpo@gtmify.io](mailto:dpo@gtmify.io)

**Phone:** (856) 314-5076

### **16.3 Response Times**

- **General Inquiries:** Within 5 business days
- **Rights Requests:** Within 30 days (may be extended to 60 days for complex requests)
- **Urgent Matters:** Within 24 hours for security incidents or urgent privacy concerns
- **Complaints:** Acknowledgment within 2 business days, resolution within 30 days

**Effective Date:** This Privacy Policy is effective as of the "Last Updated" date shown at the top of this document.

**GTMify LLC** — *Operated by humans, optimized by AI, and built to learn faster than your competitors.*