### **Privacy Policy and Terms of Service**

*Last updated: 09/12/2024*

Welcome to GTM Advising. By accessing or using our website, gtmadvising.com, and our services (collectively, "Services"), you agree to comply with and be bound by the following Privacy Policy and Terms of Service. If you do not agree with these terms, please do not use our Services.

### **1. Privacy Policy**

#### **1.1 Information We Collect**

We may collect the following types of information:

* **Personal Information**: Information you provide to us directly, such as your name, email address, phone number, and payment information when you register for an account, subscribe to our services, or contact us for support.
* **Usage Data**: Information about your interactions with our Services, including IP address, browser type, operating system, referring URLs, and pages viewed.
* **Cookies and Tracking Technologies**: We use cookies and similar tracking technologies to enhance your experience, analyze trends, and administer the website.

#### **1.2 How We Use Your Information**

We use the collected information for purposes such as:

* Providing, maintaining, and improving our Services.
* Communicating with you, including responding to your inquiries and sending you updates or promotional information.
* Analyzing website usage and trends to improve user experience.
* Complying with legal obligations.

#### **1.3 Sharing of Your Information**

We may share your information with third parties under the following circumstances:

* **Service Providers**: We may share your information with vendors, consultants, and other service providers who need access to such information to perform services on our behalf.
* **Legal Requirements**: We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).
* **Business Transfers**: In connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.

#### **1.4 Your Data Protection Rights**

Depending on your location, you may have certain rights under applicable data protection laws, including the right to:

* Access, update, or delete your personal information.
* Object to or restrict the processing of your personal information.
* Withdraw your consent at any time where we relied on your consent to process your personal information.

To exercise these rights, please contact us at sofia@gtmadvising.com

#### **1.5 Security**

We take reasonable measures to protect your personal information from unauthorized access, disclosure, or misuse. However, no method of transmission over the Internet or electronic storage is 100% secure.

#### **1.6 Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. Any changes will be posted on this page with an updated date. You are advised to review this page periodically for any changes.

### **2. Terms of Service**

#### **2.1 Use of Our Services**

By accessing or using our Services, you agree to:

* Use our Services only for lawful purposes and in accordance with these Terms.
* Not use our Services in any way that could damage, disable, or impair the website or interfere with any other party's use of the website.

#### **2.2 Intellectual Property Rights**

All content, trademarks, and data on this website, including but not limited to text, software, graphics, and logos, are the property of GTM Advising or its licensors. You may not reproduce, distribute, or create derivative works from any of the material on our website without express written permission from us.

#### **2.3 Limitation of Liability**

To the fullest extent permitted by law, GTM Advising shall not be liable for any indirect, incidental, special, consequential, or punitive damages, or any loss of profits or revenues, whether incurred directly or indirectly, or any loss of data, use, goodwill, or other intangible losses, resulting from:

* Your use of or inability to use our Services.
* Any unauthorized access to or use of our servers and/or any personal information stored therein.

#### **2.4 Governing Law**

These Terms shall be governed by and construed in accordance with the laws of New York, without regard to its conflict of law principles.

#### **2.5 Changes to These Terms**

We may revise these Terms from time to time. The most current version will always be posted on our website. By continuing to access or use our Services after any revisions become effective, you agree to be bound by the updated Terms.

### **3. Contact Us**

If you have any questions about these Privacy Policy and Terms of Service, please contact us at:

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