

Website Privacy Policy

Last updated: May 2025

URL: www.falconmetrics.io/privacy-policy/

This Privacy Policy applies to your interaction with FalconMetrics LLC ("FalconMetrics", "we", "our", or "us") through the following domains and subdomains: www.falconmetrics.io, app.falconmetrics.io, track.falconmetrics.io, and api.falconmetrics.io (collectively, the "Marketing Platforms"). This policy covers the personal data collected via our websites, marketing activities (including forms, events, email campaigns), and any other interaction that links to this policy.

This Privacy Policy does not apply to data collected by FalconMetrics' customers through use of our software and services. For that, please refer to our Services Privacy Policy.

Information We Collect

We may collect the following categories of information:

- Personal Information: Name, email address, phone number, company name, and any data you provide when submitting a form on our website.
- Technical Information: Browser type, device model, operating system, IP address, referring URLs, and other details provided automatically by your device.
- Usage Information: Pages visited, clicks, interactions, scroll behavior, and email interaction data.

How We Collect Information

- Voluntarily Provided: Through forms, demo requests, and newsletter sign-ups.
- Cookies and Tracking Technologies: We use Google Analytics and similar tools. Learn more in our Cookie Policy at <https://www.falconmetrics.io/cookie-policy/>.
- Third Parties: We may obtain information through platforms such as Google Ads, Meta Ads, or data processors like Digital Ocean, AWS, or Keap.com.

Purposes of Use

We process the information collected for:

- Responding to inquiries and demo requests
- Sending marketing communications (you may unsubscribe at any time)
- Improving our Marketing Platforms and understanding usage trends
- Running analytics and retargeting ads
- Maintaining website security and compliance with applicable laws

Legal Basis

We process personal data under the legal bases of consent (e.g., form submissions), legitimate interest (e.g., analytics), or legal obligation.

Sharing Information

We may share your information with:

- Service providers like Google Analytics, Digital Ocean, and Keap.com
- Advertising and retargeting platforms such as Google and Meta
- Legal authorities when required by law

We do not sell your personal data.

International Data Transfers

We currently store and process all data within the United States. If future transfers occur, appropriate safeguards under GDPR (such as Standard Contractual Clauses) will be put in place. For more information about our approach to GDPR compliance, please visit <https://www.falconmetrics.io/gdpr/>

Security Measures

We implement appropriate technical and organizational measures to safeguard your personal data. These include:

- HTTPS communication for all endpoint traffic
- AES-256 encryption of sensitive data in transit and at rest
- Network firewalls to prevent unauthorized access and external threats

These controls are designed to ensure the confidentiality, integrity, and availability of data processed via our Marketing Platforms.

Data Retention

We retain personal data until a user requests deletion by contacting us. For email marketing, your information will be retained until you unsubscribe.

Your Rights

If you are located in the EU or similar jurisdictions, you may have the right to:

- Access or correct your data
- Request deletion
- Object to or restrict processing
- Withdraw consent

To exercise these rights, contact us at: privacy@falconmetrics.com

Children's Privacy

This site is not intended for individuals under the age of 16. If you are under 16, please do not use this site or provide any personal information. If we become aware that we have inadvertently collected data from a child under 16, we will take steps to delete such information promptly.

Modifications to This Policy

We may revise this Privacy Policy periodically. Changes will be posted to this page and are effective upon posting. We encourage users to review the policy regularly.

Contact

If you have questions about this Privacy Policy or our practices, you can contact us at:

Email: privacy@falconmetrics.com

Address: FalconMetrics LLC, 30 N Gould St, Suite R, Sheridan, WY 82801, United States