

Privacy Policy

Last Updated: July 17, 2026

Introduction

Welcome to ROIboard.

At ROIboard, we value your privacy and are committed to protecting the personal information you share with us. Whether you're exploring our website, requesting a demo, or using our platform, we believe you should always understand what information we collect, why we collect it, and how we use it.

This Privacy Policy explains how ROIboard ("ROIboard," "we," "our," or "us") collects, processes, stores, and protects personal data when you access our website, products, and related services.

We are committed to handling your information responsibly and in accordance with applicable privacy laws, including the General Data Protection Regulation (GDPR), where applicable.

By using our website or services, you acknowledge that you have read and understood this Privacy Policy.

Information We Collect

We collect information to provide, improve, and secure our services.

Information You Provide

When you interact with ROIboard, you may voluntarily provide information such as:

- Full name
- Business email address
- Company name
- Job title
- Phone number (if provided)
- Information submitted through contact forms
- Demo requests
- Customer support communications

Information Collected Automatically

When you visit our website, we may automatically collect technical information, including:

- IP address
- Browser type and version
- Device information
- Operating system
- Referring website
- Pages visited
- Session duration
- Clickstream data
- Cookie identifiers

Product Usage Information

When using ROIboard, we may collect information related to how you interact with the platform, including:

- Account preferences
- Workspace settings
- Dashboard activity
- Feature usage
- Login history
- System performance logs

We do not intentionally collect sensitive personal information unless explicitly required and provided by you.

How We Use Information

We use your information to:

- Provide access to ROIboard and its features
- Create and manage user accounts
- Respond to inquiries and support requests
- Schedule product demonstrations
- Improve platform functionality and user experience
- Analyze product performance and usage trends
- Maintain platform security
- Detect fraud or unauthorized access
- Send important service-related communications
- Comply with legal obligations

Where permitted by law, we may also send marketing communications that are relevant to your interests. You may opt out at any time.

Legal Basis (GDPR)

If you are located within the European Economic Area (EEA), we process your personal data only when we have a valid legal basis.

These legal bases include:

Consent

When you voluntarily subscribe to newsletters, request demonstrations, or agree to optional cookies.

Contract Performance

When processing your information is necessary to provide the services you requested.

Legitimate Interests

To improve our products, maintain platform security, understand customer needs, and develop new features, provided these interests do not override your privacy rights.

Legal Obligations

When required by applicable laws, regulations, or governmental authorities.

Cookies

ROIboard uses cookies and similar technologies to improve your browsing experience.

Cookies help us:

- Keep the website functioning properly
- Remember your preferences
- Analyze website traffic
- Improve performance
- Understand how visitors use our services

Depending on your location, particularly within the European Union, you may be asked to provide consent before non-essential cookies are placed on your device.

You may manage or disable cookies through your browser settings. Please note that some website features may not function properly if cookies are disabled.

Third-Party Services

ROIboard may work with trusted third-party providers to operate our business efficiently.

These providers may include services for:

- Website hosting
- Cloud infrastructure
- Customer support
- Analytics
- Payment processing
- Email communications
- Authentication services

Examples may include providers such as Google Analytics, Microsoft, Stripe, HubSpot, or similar business platforms, depending on the services you use.

These providers process information only as necessary to perform services on our behalf and are required to maintain appropriate security and confidentiality standards.

Data Retention

We retain personal information only for as long as necessary to:

- Provide our services
- Fulfill contractual obligations
- Resolve disputes
- Meet legal or regulatory requirements
- Improve our products

When personal information is no longer required, we securely delete or anonymize it whenever reasonably possible.

Security

Protecting your information is an important part of our responsibility.

ROIboard implements appropriate technical and organizational safeguards designed to protect personal data against unauthorized access, disclosure, alteration, or destruction.

These measures may include:

- Encryption during data transmission

- Secure cloud infrastructure
- Access controls
- Authentication mechanisms
- Regular security monitoring
- Backup procedures

While we strive to use commercially reasonable security measures, no method of electronic transmission or storage can be guaranteed to be completely secure.

International Data Transfer

ROIboard may process or store information in countries outside your country of residence.

When personal data is transferred internationally, we implement appropriate safeguards designed to ensure that your information receives an adequate level of protection consistent with applicable privacy laws.

Where required, we rely on legally recognized transfer mechanisms, including Standard Contractual Clauses (SCCs) or other approved safeguards.

User Rights (GDPR)

If GDPR applies to your personal information, you have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete information
- Request deletion of your personal data
- Restrict or object to certain processing activities
- Withdraw consent at any time
- Request a copy of your personal data in a portable format
- Lodge a complaint with your local data protection authority

We aim to respond to privacy-related requests within the timeframes required by applicable law.

Contact Information

If you have any questions regarding this Privacy Policy or how your information is handled, please contact us.

ROIboard

Email: privacy@roiboard.com

Website: <https://roiboard.com>

If you are submitting a GDPR-related request, please include enough information for us to verify your identity before processing your request.

Updates

We may update this Privacy Policy from time to time to reflect changes in our products, legal requirements, or business practices.

When material changes are made, we will revise the "Last Updated" date at the top of this page and, where appropriate, notify users through our website or other communication channels.

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.