

# Privacy Policy

**Effective Date: July 3, 2025**

At **flex\*future**, we are committed to protecting your privacy and ensuring transparency regarding how your personal information is collected, used, and protected.

## 1. Information We Collect

When you submit a request through our contact form, we collect the following information:

- Full name
- Contact information (email or preferred app)
- Website URL or project description
- Estimated marketing budget
- Selected marketing goals
- Any other information voluntarily shared by the user

We also collect technical data such as your IP address and browser type for analytics and security purposes.

## 2. How We Use Your Information

We use the collected information to:

- Review your inquiry and determine project fit
- Respond to your request and communicate with you
- Provide customized marketing proposals and recommendations
- Improve our website and user experience
- Send promotional materials and marketing updates related to our services

## 3. Legal Basis for Processing

We process your data based on:

- Your consent (by checking the box to agree with this Privacy Policy)
- Our legitimate interest in responding to business inquiries and improving services

## 4. Sharing Your Data

We do not sell your personal data. However, we may share your information with trusted third parties, such as:

- Cloud storage and Customer Relationship Management (CRM) providers used to manage inquiries
- Analytics services such as **Google Analytics, Google Tag Manager, and Microsoft Clarity**

All third parties are required to maintain confidentiality and use data only as instructed by us.

## **5. Data Storage & Security**

Your data is stored securely using hosting providers based in Switzerland, with access controls in place. We implement appropriate technical and organizational measures to protect your data.

## **6. Data Retention**

We retain inquiry-related data without a fixed retention period and delete it upon user request, unless legally required to keep it longer.

## **7. Your Rights**

You have the right to:

- Request access to the data we hold about you
- Request correction or deletion of your personal data
- Withdraw consent at any time

To exercise your rights, contact us at: [hello@flexfuture.org](mailto:hello@flexfuture.org)

## **8. Cookies & Tracking**

Our website may use cookies and similar technologies to analyze site performance and user behavior. We use tracking services such as Google Analytics, Google Tag Manager, and Microsoft Clarity.

You can adjust your cookie settings in your browser.

## **9. International Transfers**

If your data is transferred outside your country, we ensure that appropriate safeguards are in place. Our primary hosting location is Switzerland.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on this page.