

infoFluency Fulfillment and Privacy Policy

Last Updated: 6/17/2025

infoFluency fulfills orders for data and analytics consulting services according to a Master Service Agreement and Statement of Work that details the work to be done for the customer. Clients may refer to the terms within their Master Service Agreement for details regarding termination, refunds, and cancellations.

Contact Information

For questions about your order or this fulfillment policy:

Email: info@infofluency.net

Online payment information is handled securely by the Stripe platform according to PCI standards.

Privacy Policy

Introduction

infoFluency ("we," "our," or "us") 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 services, or interact with us.

Information We Collect

Personal Information You Provide

We may collect personal information that you voluntarily provide to us, including:

- Name, email address, and contact information
- Account credentials and profile information
- Payment and billing information
- Communications you send to us
- Survey responses and feedback
- Any other information you choose to provide

Information Collected Automatically

When you use our services, we may automatically collect:

- IP address and device identifiers
- Browser type and version
- Operating system information
- Usage data and analytics
- Cookies and similar tracking technologies
- Location data (with your consent)

Information from Third Parties

We may receive information about you from:

- Social media platforms (when you connect accounts)
- Business partners and affiliates
- Public databases and sources
- Marketing and analytics providers

How We Use Your Information

We use your personal information for the following purposes:

- Service Delivery: To provide, operate, and maintain our services
- Communication: To respond to inquiries and send important updates
- Personalization: To customize your experience and provide relevant content
- Analytics: To understand usage patterns and improve our services
- Marketing: To send promotional materials (with your consent)
- Legal Compliance: To comply with applicable laws and regulations
- Security: To protect against fraud, abuse, and security threats

Legal Basis for Processing

We process your personal information based on:

- Consent: When you have given explicit permission
- Contract: When necessary to fulfill our agreement with you

- Legal Obligation: When required by law
- Legitimate Interest: When necessary for our business operations
- Vital Interest: When necessary to protect health or safety

How We Share Your Information

We may share your information in the following circumstances:

Service Providers

We work with trusted third-party service providers who assist us in:

- Payment processing
- Data analytics and reporting
- Customer support services
- Marketing and advertising
- Cloud hosting and storage

Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

Legal Requirements

We may disclose your information when required by law, court order, or to:

- Comply with legal processes
- Protect our rights and property
- Prevent fraud or illegal activities
- Ensure user safety

With Your Consent

We may share information for other purposes with your explicit consent.

Data Retention

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

- Provide our services to you

- Comply with legal obligations
- Resolve disputes and enforce agreements
- Fulfill the purposes outlined in this policy

When information is no longer needed, we will securely delete or anonymize it according to our data retention schedule.

Your Privacy Rights

Depending on your location, you may have the following rights:

Access and Portability

- Request access to your personal information
- Receive a copy of your data in a portable format

Correction and Updates

- Correct inaccurate or incomplete information
- Update your personal details

Deletion

- Request deletion of your personal information
- Exercise your "right to be forgotten"

Restriction and Objection

- Restrict processing of your information
- Object to certain uses of your data

Withdraw Consent

- Withdraw consent for data processing
- Opt out of marketing communications

To exercise these rights, contact us at info@infofluency.net.

Data Security

We implement appropriate technical and organizational measures to protect your personal information, including:

- Encryption of data in transit and at rest

- Access controls and authentication
- Regular security assessments
- Employee training on data protection
- Incident response procedures

However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Remember your preferences
- Analyze website usage
- Provide personalized content
- Enable social media features

You can control cookies through your browser settings, but disabling certain cookies may affect functionality.

Types of Cookies We Use

- Essential Cookies: Required for basic website functionality
- Analytics Cookies: Help us understand how you use our services
- Marketing Cookies: Used to deliver relevant advertisements
- Preference Cookies: Remember your settings and preferences

Third-Party Links and Services

Our services may contain links to third-party websites or integrate with external services. This Privacy Policy does not apply to third-party sites, and we are not responsible for their privacy practices. We encourage you to review their privacy policies.

Children's Privacy

Our services are not directed to children under 13 (or 16 in the EU). We do not knowingly collect personal information from children. If we become aware that we have collected information from a child, we will delete it promptly.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or applicable laws. We will:

- Post the updated policy on our website
- Notify you of material changes via email or prominent notice
- Update the "Last Updated" date

Your continued use of our services after changes constitutes acceptance of the updated policy.

Jurisdiction-Specific Provisions

California Residents (CCPA)

California residents have additional rights under the California Consumer Privacy Act, including the right to know what personal information is collected and how it's used, and the right to request deletion of personal information.

European Union Residents (GDPR)

EU residents have rights under the General Data Protection Regulation, including the right to access, rectify, erase, restrict processing, and data portability.

Other Jurisdictions

We comply with applicable data protection laws in all jurisdictions where we operate.

Policy Updates

We reserve the right to update this fulfillment policy at any time. Changes will be posted on this page with an updated "Last Updated" date. Continued use of our website after changes constitutes acceptance of the updated policy.

This policy is subject to change without notice. Please review this page periodically for updates.