**Who We Are**

AwebSystems, LLC, a Texas limited liability company, has developed this privacy policy to explain how we collect, use, and protect personal data and your rights related to your personal data.

AwebSystems, LLC (“AwebSystems”) provides businesses and individuals access to a rich collection of services, including but not limited to search engine optimization and inbound marketing, including without limitation search engine optimization tools, link analysis tools, website development, SEO services, PPC management, usability audit, application program interfaces ("APIs"), site analytics, site profile services, search analytics, blogs, user-generated content, personalized content, and industry surveys and opinion polls (the “Services”). This privacy policy describes the types of information we may collect from you or that you may provide when you visit our Website or use our Services in general, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This privacy policy informs you of additional information and rights you may have pursuant to certain applicable regulations related to privacy and data protection. If you are located in the European Union, the General Data Protection Regulation effective 25 May 2018 (“GDPR”) applies to information about you (“Personal Data” under GDPR) that AwebSystems may collect. In that case, and under GDPR, you are defined as a “Data Subject,” AwebSystems is a “Data Controller” for Personal Data that AwebSystems obtains and “Processes,” and this policy explains your rights with respect to that Personal Data.

**This policy applies to information we collect:**

* On our website awebsystems.com (“Website”).
* In email, text, and other electronic messages between you and the Website.
* In email, text, and messaging services between you and our respresenttaives.
* Through website account login, mobile and desktop applications you download from the Website or in connection with the Services, which provide dedicated non-browser-based interaction between you and the Website.
* From third parties, whether they are partners or vendors.

Please read this policy carefully to understand our practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your only recourse is not to use our Website or Services. By accessing this Website or using our Services, you agree to this privacy policy and are consenting to the way information is collected and used, as described within this policy. In return, AwebSystems will use the information only in ways that are compatible with this policy.

**Children Under the Age of 13**

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal data from children under 13. If you are under 13, do not use or provide any information on the Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal data from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at info@awebsystems.com.

**Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website and Services, including information:

* By which you may be personally identified, such as name, postal address, email address, or telephone number ("Personal Data");
* That is about you but individually does not identify you, such as your company name and job title; and/or
* About your Internet connection, the equipment you use to access our Website, and usage details.

(Under GDPR, AwebSystems collects Personal Data from Data Subjects from within the EU, and Personal Data is considered to be broader and to include more categories of information than how we generally refer to “personal data” in this policy. We will be specific when we are discussing GDPR and activities we undertake related to Personal Data under GDPR.)

**We collect this information:**

* Directly from you when you provide it to us.
* Automatically as you navigate through the site using cookies and other tracking technologies defined and discussed with more detail below. Information collected automatically may include usage details, email address, IP addresses, and information collected through cookies and other tracking technologies.
* From third parties, for example, our business partners and third-party service providers who we believe in good faith are providing or sharing with us data in compliance with applicable laws or with whom you have authorized either these third parties or us or both to collect and use the data.

**Information You Provide to Us**

**The information we collect on or through our Website or Services may include:**

* Information that you provide by filling in forms on our Website. This includes without limitation information provided at the time of subscribing to the Services, and when you report a problem with our Website.
* Records and copies of your correspondence (including email addresses), if you contact us.
* Your responses to surveys that we might ask you to complete for research purposes.
* Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
* Your search queries on the Website.
* Information you enter into our Website about your marketing activities so that we can provide Services to you.

You also may provide information to be published, displayed, or transmitted (hereinafter "posted") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "Interactive Content"). Your Interactive Content is posted on and transmitted to others at your own risk; we cannot control the actions of other users of the Website with whom you may choose to share your Interactive Content. Therefore, we cannot and do not guarantee that Interactive Content will not be viewed by unauthorized persons.

**Usage Details, IP Addresses, Cookies, and Other Technologies**

**As you navigate through and interact with our Website and Services, we may automatically collect certain information about your equipment, browsing actions, and patterns, including without limitation:**

* Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
* Information about your computer and Internet connection, including your IP address, operating system, and browser type.

**The information we collect automatically is statistical data and does not identify any individual\*. It helps us to improve our Website and Services and to deliver better and more personalized future services by enabling us to do things such as:**

1. Estimate our audience size and usage patterns.
2. Store information about your preferences, allowing us to customize our Website according to your individual interests.
3. Speed up user searches.
4. Recognize you when you return to our Website.
5. Provide better services in the future.

(\*The information referred to above may still constitute Personal Data under GDPR even though more generally AwebSystems does not try to identify any individuals beyond recognizing them when they return to the Website in order to provide and/or to enhance the experience described in 2. to 5. above; however, to the extent this information is not anonymized or pseudonymized to the extent that it no longer qualifies as Personal Data, AwebSystems will comply with GDPR with respect to Processing any such Personal Data.)

**The technologies we use for this automatic data collection may include:**

* **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
* **Flash cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
* **Web beacons.** Pages of our the Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related Website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity).

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us. However, to the extent the information we collect by automatic means constitutes Personal Data under GDPR either before or after we collect it, our processing of that Personal Data will comply with GDPR.

**How We Use Your Information**

Generally. AwebSystems collects personally identifiable information to provide Services to its clients. It also uses cookies and web analytics services to improve its Website experience. It may also perform operations on Personal Data, including, but not limited to: collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, dissemination, erasure, or destruction.

**We use information that we collect about you or that you provide to us, including any personal data:**

* To present our Website and their content to you.
* To provide you with information, products, or services that you request from us.
* To fulfill any other purpose for which you provide it.
* To provide you with notices about your subscriptions to the Services, including expiration and renewal notices.
* To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
* To notify you about changes to our Website or any products or services we offer or provide though it.
* To allow you to participate in interactive features on our Website.
* In any other way we may describe when you provide the information.
* For any other purpose with your consent.

We never sell your personal information or provide it to others for their own and exclusive marketing purposes.

**Sharing Personal Data**

Within AwebSystems

Within AwebSystems is part of an international group of companies operating globally. We may communicate personal data to our other group companies, who may use or process your personal data for the limited purposes described herein.

To Clients

We will disclose personal data of our clients as necessary and appropriate for performance of Services and, when those purposes include work for the Client, as part of business records.

To Other Organizations

We may collect and disclose anonymous and aggregated information about our users and subscribers, and other information that does not identify any individual without restriction for the purposes of product research, to improve our Services and for other commercial purposes.

**We may disclose personal information that we collect or that you provide as described in this privacy policy as follows:**

* We share your personal information with trusted third parties who are our technology suppliers and partners where we have agreements to provide services with or in conjunction with our Services that our marketing research indicates you have sought if not actually requested, such as Google Analytics, worldwide business location map and other location-specific software as a service offerings, and reliable keyword data services for SEO. AWebSystems is committed to working with suppliers and partners who comply with similar and equally protective undertakings of privacy and confidentiality.
* We share your personal information with third parties who perform functions on our behalf and who also provide services to us, such as professional advisors, IT consultants carrying out testing and development work on our business technology systems, research and mailing houses and function coordinators, including software systems for customer relationship management (customer relationship management/sales force automation, e.g. Salesforce.com), customer service and support solutions (e.g. Intercom), email campaign marketing (e.g. Marketo and HubSpot). These third parties comply with similar and equally protective undertakings of privacy and confidentiality.
* We do not currently have very limited affiliated companies. However, as we grow our business, we will likely share your personal information with our other affiliated (“Group”) companies for internal reasons, primarily for business and operational purposes. As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or merges with us, your personal information will be disclosed to such entity. Also, should any bankruptcy or reorganization proceeding ever be brought by or against us, all such information will be considered an asset of ours and as such it is possible they will be sold or transferred to third parties.
* Where required, we share your personal information with third parties to comply with a legal obligation; when we believe in good faith that an applicable law requires it; at the request of governmental authorities conducting an investigation; to verify or enforce our Terms of Use) or other applicable policies; to detect and protect against fraud, or any technical or security vulnerabilities; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of third parties, visitors to our Website, our business, or the public.
* To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "email a friend" feature of our Website, we will transmit the contents of that email and your email address to the recipients.
* For any other purpose disclosed by us when you provide the information.
* With your consent.

**When we share Personal Data under GDPR with our partners, we will do so pursuant to GDPR appropriate Data Processing Addendum or Data Sharing Agreements as appropriate given the nature of the parties’ respective roles under GDPR (i.e. Data Controllers to Data Processors versus co-Data Controllers).**

**We may also disclose your personal information:**

* To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
* If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of AwebSystems, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

We may also share personal data to establish, exercise, or defend our legal rights, or transfer our businesses to a buyer or a successor-in-interest, who will be allowed to use your data for the same purposes.

**Business Records**

Workers and employees of AwebSystems may file reports related to the services provided to our clients. These reports are business records of AwebSystems and will incorporate the identity of persons who file them.

**Storage and Security of Your Personal Data**

AwebSystems complies with standard procedures and best practices to ensure that personal data is kept secure and protected.

We never make your personal details available to third parties for marketing purposes.

Citizens of the EU and the UK should be aware that information we collect from you may be transferred to and stored in locations outside the EU and the UK. We will take appropriate steps to ensure the continued security of your data.

**How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

**Your Rights**

You have the following rights relating to your personal data:

The right to know what data we have about you and to request a copy

The right to submit amendments to the information we have

The right to request us to remove or limit processing of your personal data from our systems (but we may maintain information necessary for our business records)

The right to receive data in commonly usable machine formats and to transmit your data to another processor, or to ask us to transmit your data in that format directly to another processor.

**The right to object to processing - You have the right to object to certain types of processing, including processing for direct marketing (i.e. if you no longer want to be contacted with potential opportunities).**

The right to complain to regulatory authorities about the processing of your data.

By law, if any of your personal information/Personal Data provided to AWebSystems is subject to GDPR in the European Union, you have a number of rights when it comes to your personal information/Personal Data. Further information and advice about your rights can be obtained from the data protection regulator in your country.

IMPORTANT: When you contact AWebSystems to exercise your rights described below, it is very important for security verification and other purposes that you use any email address that you know is associated with the personal information/Personal Data about which you are contacting AWebSystems.

HOW TO EXERCISE YOUR RIGHT: If you want to object to certain types of processing, please direct your communication to  info@awebsystems.com providing specific and detailed information regarding your objection and requested action.

**Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email address specified in your account and/or possibly through a notice on the Website home page. The date the privacy policy was last revised is identified at the bottom of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Sites and this privacy policy to check for any changes.

**Contact Information**

To ask any other questions or comment about this privacy policy and our privacy practices on subjects in which a process for making request is not already provided above, contact us at info@awebsystems.com.

In accordance with GDPR Article 27, we have appointed the following company as our official EU Representative.

Updated November 20, 2020