

Privacy Policy for <https://www.lift-traffic.com/>

Introduction

This Privacy Policy governs the manner in which Lift Traffic collects, uses, maintains, and discloses information collected from users (referred to as "you" or "users") of the website <https://www.lift-traffic.com/> (the "Website"). This policy applies to the Website and all products and services offered by Lift Traffic.

Information Collection

- a. Personal Identification Information: We may collect personal identification information from users in various ways, including when users visit our Website, register on the Website, subscribe to our newsletter, fill out a form, or interact with the Website's features. The information collected may include name, email address, phone number, and any other information voluntarily provided by users..
- b. Non-personal Identification Information: We may collect non-personal identification information about users whenever they interact with our Website.
- c. IP Address and Browser Information (User Agent):
 - Purpose of Collection: We collect IP addresses solely for security purposes, such as detecting suspicious activity (e.g., use of developer tools) or misuse of our platform. This information helps us identify and prevent potential threats to our website.
 - Retention of Information: IP addresses is not stored in our database and is retained temporarily for monitoring purposes. Once the security check is complete, the data is automatically discarded.
 - No Tracking or Profiling: We do not use IP addresses or user agent data for marketing, tracking, or profiling purposes.

Information Use

- a. Personal identification information provided by users may be used for the following purposes:
 - To improve customer service and respond to user inquiries or requests.
 - To personalize user experience and provide relevant content and offers.
 - To send periodic emails or newsletters, as requested by the user.
 - To process transactions or fulfil orders, if applicable.
- b. Non-personal identification information may be used to analyze trends, administer the Website, track user movement, and gather demographic information for internal purposes.
- c. IP Address:
 - IP addresses is collected and processed temporarily for security monitoring, and are discarded once the security verification is completed.

Information Protection

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our Website.

User Rights (GDPR & CCPA Compliance)

a. GDPR (for European Union users):

If you are located in the European Union, you have the following rights regarding your personal data:

- Right to Access: You may request access to the personal data we have collected about you.
- Right to Rectification: You may request corrections to any personal data that is inaccurate.
- Right to Erasure (Right to be Forgotten): You may request that we delete your personal data, subject to certain conditions.
- Right to Restrict Processing: You may request to limit the way your personal data is used.

b. CCPA (for California residents):

If you are a California resident, you have the following rights:

- Right to Know: You may request details about the personal information we collect about you.
- Right to Opt-Out: You may opt-out of the sale of your personal information (we do not sell personal data).
- Right to Delete: You may request that we delete your personal information, subject to certain conditions.

For both GDPR and CCPA inquiries or to exercise your rights, please contact us using the details provided below.

Sharing of Personal Information

We do not sell, trade, or rent users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

Third-Party Websites

Users may find advertising or other content on our Website that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors, and other third parties. We do not control the content or links that appear on these third-party websites and are not responsible for the practices employed by websites linked to or from our Website. Browsing and interaction on any other website, including websites that have a link to our Website, are subject to that website's own terms and policies.

Changes to this Privacy Policy

Lift Traffic has the discretion to update this Privacy Policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

Your Acceptance of these Terms

By using this Website, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Website. Your continued use of the Website following the posting of changes to this Privacy Policy will be deemed as your acceptance of those changes.

Contacting Us

If you have any questions or concerns about this Privacy Policy or the practices of this Website, please contact us through our contact form [here](#)

This Privacy Policy was last updated on 01-09-2024.