

Privacy Policy

Welcome, and thank you for your interest in EasyPMToolkit (“EasyPMToolkit”, “we,” or “us”), our web site at <https://www.EasyPMToolkit.com> (the “Site”), and all related web sites, downloadable software, and other services provided by us and on which a link to this Privacy Notice is displayed, and all other communications with individuals though from written or oral means, such as email or phone (collectively, together with the Site, our “Service”).

EasyPMToolkit is a product of GrayTree Consulting LLC.

This Privacy Notice (“**Notice**”) describes the information we gather on or through the Service, how we use and disclose such information, and the steps we take to protect such information.

The Information We Collect

We collect different types of information from or through the Service, including, but not limited, through the methods summarized below.

Information You Provide Directly to EasyPMToolkit

- **Payment processing:** When you buy our Services, we ask for information, like your name, business email address, company name, and credit card information or other payment account information. We use a third-party credit card processing company. We do not store the actual credit card number.
- **Contact Us submissions:** We record information that you submit when you subscribe to our newsletter or any other mailing list, submit a form in order to download any product, whitepaper or other materials, or submit a form to request customer support or to contact EasyPMToolkit for any other purpose.

Automatically Collected Information

- **Information from browsers, devices and servers:** When you visit our Website, we collect information that web browsers, mobile devices and servers make available, such as the internet protocol address, browser type, language preference, time zone, referring URL, date and time of access, operating system, mobile device manufacturer and mobile network information. We include these in our log files to understand more about Visitors to our Website and accommodate our Websites to the Visitors.
- **Information from cookies and tracking technologies:** We use temporary and permanent cookies to identify Visitors and Users and to enhance user experience. We also use cookies, beacons, tags, scripts, and other similar technologies to identify Visitors, track Website navigation, gather demographic information about Visitors and Users, understand email campaign effectiveness and target visitor and user engagement.

Your Rights with Respect to Information We Hold About You as a Controller

- **Right to access:** You have the right to know which data we hold about you (if any).
- **Right to data rectification:** You have the right to require corrections to your Personal Data in case they are inaccurate or incomplete.

- **Right to data deletion:** You have the right, under certain conditions, to request the deletion of your Personal Data, including in situations where the processing of your Personal Data is no longer necessary for the purposes for which it was collected, or if the processing of your Personal Data was based on your consent, you wish to withdraw your consent, and there are no other grounds for processing your Personal Data.
- **Right to restriction of processing:** You may also have the right to request to restrict the use of your Personal Data in certain circumstances, such as when you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Right to data portability:** You have the right to transfer your Personal Data to a third party in a structured, commonly used and machine-readable format, in circumstances where the information is processed with your consent or on the basis of contract and by automated means.
- **Right to object:** You have the right to object to the use of your Personal Data in certain circumstances, such as when the processing is based on legitimate interest and in the use for direct marketing.
- **Right to complain:** You have the right to complain to the appropriate supervisory authority if you have any grievance against the way we collect, use or share your information.

We respect your privacy rights and provide you with reasonable access to the Personal Data that you may have provided through your use of the Service. If you wish to access or amend any other Personal Data we hold about you, or to request that we delete or transfer any information about you that we have obtained from an Integrated Service, you may contact us

10.2 Opting out

To comply with data protection regulations and ensure your privacy, EasyPMToolkit provides you with the following options to opt out of different data processing activities:

- **Commercial Communications.** You may opt out of receiving newsletters and other non-essential messages by using the “unsubscribe” function included in all such messages or by sending an email to info@graytreeconsulting.com. Please note that you will continue to receive essential notices and emails, such as essential transactional and payment-related emails.

Your California Privacy Rights

Under the California Consumer Privacy Act of 2018 (“CCPA”), California residents have certain rights to understand and request that we disclose details about how we handle your Personal Data.

The Personal Data categories are:

- Identifiers, such as name, email address, address, and phone number;
- Commercial information, such as records of products or services purchased and other transactional data;

- Internet or other network or device activity details, such as technical data about your use of our Website and Service;
- Geolocation data, such as your approximate location based on IP address;
- Financial information, such as payment information or financial account numbers in the process of providing you with a subscription;
- Other Personal Data, in instances when you interact with us online, by phone or mail in the context of receiving help through our help desks or other support channels; participation in customer surveys or contests; or in providing the Service;
- Inferences drawn from any of the above information.

We may retain this Personal Data for as long as is needed for the purpose(s) for which it was collected and no longer than is relevant and reasonably necessary. Our retention periods vary based on business, legal, and regulatory needs.

Business and Commercial Purposes for Collection; Disclosures for a Business Purpose

We may collect all of the above categories of Personal Data to run our business and carry out our day-to-day activities.

Your Rights

The CCPA gives you certain rights regarding the Personal Data we collect about you:

- **Right to Know About Personal Data Collected, Disclosed, or Sold:** You have the right to request to know what Personal Data we collect, use, disclose, share and sell about you.
- **Right to Request Deletion of Personal Data:** You have the right to request the deletion of your Personal Data collected or maintained by us as a business.
- **Right to Opt Out of the Sale or Sharing of Personal Data:** You have the right to opt out of the sale of your Personal Data by us as a business. EasyPMToolkit shares Personal Data as described above, which may be considered a “sale” of Personal Data under the CCPA.

You can exercise your rights yourself or you can alternatively designate an authorized agent to exercise these rights on your behalf. Please note that to protect your Personal Data, we will verify your identity by a method appropriate to the type of request you are making. We may also request that your authorized agent have written permission from you to make requests on your behalf, and we may also need to verify your authorized agent’s identity to protect your Personal Data.

We do not provide any financial incentives tied to the collection, sale, or deletion of your Personal Data.

If you would like to make a request and exercise your rights described above, please contact us via info@graytreeconsulting.com

Changes and Updates to this Notice

Please revisit this page periodically to stay aware of any changes to this Notice, which we may update from time to time. If we modify the Notice, we will make it available through the Service and indicate the latest revision date. Your continued use of the Service after the revised Notice has become effective indicates that you have read, understood and agreed to the current version of the Notice.

How to Contact Us

You may contact GrayTree Consulting by email at info@graytreeconsulting.com.