

Privacy Policy for Entrenuity

Effective Date: November 12, 2024

Entrenuity (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and protect your data, and outlines your rights under the California Online Privacy Protection Act (CalOPPA), California Consumer Privacy Act (CCPA/CPRA), and General Data Protection Regulation (GDPR).

1. Information We Collect

We collect information that you voluntarily provide when interacting with our website hosted on Hubspot, including:

Personal Information

- Name
- Email address
- Phone number
- Business/organization name
- Other information provided through online forms

Payment Information

When you purchase products or services through our website, payment information is securely processed by **Hubspot Payments** and **Stripe**. **Entrenuity does not collect or store sensitive payment details**, such as credit card numbers or bank account information.

Non-Personal Information

- IP address
- Browser type and device information
- Website usage data, including pages visited and time spent

2. How We Use Your Information

The information collected is used to:



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- Respond to your inquiries and requests
- Process transactions and deliver products or services
- Send updates about our programs, events, and offerings
- Improve website functionality and user experience
- Conduct internal data analysis

3. Legal Basis for Processing (GDPR Compliance)

For individuals in the European Economic Area (EEA), we process your personal data under the following legal bases:

- **Consent:** When you provide information through our forms
- **Contractual Necessity:** To fulfill your requests or transactions
- **Legitimate Interest:** To enhance our services and website

You have the option of opting out of email communication at any time via an unsubscribe link or by contacting us at info@entreunuity.com

4. Your Privacy Rights

Under the GDPR

If you are an EEA resident, you have the right to:

- Access, correct, or delete your personal data
- Restrict or object to processing of your data
- Data portability
- Withdraw consent at any time

To exercise these rights, contact us at info@entreunuity.com

Under the CCPA/CPRA

If you are a California resident, you have the right to:

- Know what personal information we collect and how we use it
- Request deletion of your personal information
- Opt out of the sale of your personal data
(Entreunuity does not sell personal data)
- Request correction of inaccurate personal data

To exercise your CCPA rights, contact us at info@entreunuity.com

Under CalOPPA

In compliance with CalOPPA, Entrenuity:

- Provides a visible link to this Privacy Policy on our website homepage
- Describes the types of personal data collected and its usage
- Honors “Do Not Track” (DNT) signals from browsers

5. Data Sharing and Third-Party Services

We use trusted third-party services to support our operations:

- **Hubspot:** For online form submissions, marketing, and CRM.
Read their privacy policy [here](#).
- **Stripe:** For secure payment processing. Read their privacy policy [here](#).

We do not share your personal information, email addresses, or SMS opt-in or phone numbers with third parties for their marketing purposes.

6. Data Security

Entrenuity implements industry-standard security measures to protect your personal information. We do not collect or store sensitive data, including Social Security numbers, government IDs, or financial account details.

7. Cookies and Tracking

Our website uses cookies to enhance user experience and analyze site traffic. You can manage or disable cookies through your browser settings. We honor “Do Not Track” (DNT) signals as required by CalOPPA.

8. Changes to This Privacy Policy

Entrenuity reserves the right to update this Privacy Policy. Changes will be posted on this page, and the “Effective Date” will be updated accordingly.

9. Contact Us

For questions, concerns, or to exercise your privacy rights, please contact us at:

Entreunity

1449 S Michigan Ave, Chicago, IL 60605

312-842-3800

info@entreunity.com

By using our website, you agree to the terms of this Privacy Policy.