

# Privacy Policy

Last Updated: 20th July 2024

## 1 Introduction

This Privacy Policy (“Policy”) explains the information collection, use, and sharing practices of CargoPortConnect (“we,” “us,” and “our”). Unless otherwise stated, this Policy describes and governs the information collection, use, and sharing practices of CargoPortConnect with respect to your use of our website (<https://cargoportconnect.com>) and the services (“Services”) we provide and/or host on our servers. Before you use or submit any information through or in connection with the Services, please carefully review this Privacy Policy. By using any part of the Services, you understand that your information will be collected, used, and disclosed as outlined in this Privacy Policy. If you do not agree to this privacy policy, please do not use our Services.

## 2 Our Principles

CargoPortConnect has designed this policy to be consistent with the following principles:

- Privacy policies should be human readable and easy to find.
- Data collection, storage, and processing should be simplified as much as possible to enhance security, ensure consistency, and make the practices easy for users to understand.
- Data practices should meet the reasonable expectations of users.

## 3 Information We Collect

We collect information in multiple ways, including when you provide information directly to us; when we passively collect information from you, such as from your browser or device; and from third parties.

### 3.1 Information You Provide Directly to Us

We will collect any information you provide to us. We may collect information from you in a variety of ways, such as when you:

1. create an online account,
2. make a donation or purchase,

3. contact us or provide feedback,
4. subscribe to our newsletter.

This information may include but is not limited to your name, email address, phone number, mailing address, payment information, and your geographic location.

### 3.2 Information that Is Automatically Collected

**Device/Usage Information** We may automatically collect certain information about the computer or devices (including mobile devices or tablets) you use to access the Services. We may collect and analyze:

- device information such as IP addresses, location information (by country and city), unique device identifiers, IMEI and TCP/IP address, browser types, browser language, operating system, mobile device carrier information, and
- information related to the ways in which you interact with the Services, such as referring and exit web pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, statistical information about the use of the Services, the amount of time spent on particular pages, the date and time you used the Services, the frequency of your use of the Services, error logs, and other similar information.

We may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

**Cookies and Other Tracking Technologies** We collect data about your use of the Services through Internet server logs and online tracking technologies, like cookies and/or tracking pixels. A web server log is a file where website activity is stored. A cookie is a small text file placed on your computer that enables us to:

- recognize your computer,
- store your preferences and settings,
- understand the web pages of the Services you have visited and the referral sites that have led you to our Services,
- enhance your user experience by delivering content specific to your inferred interests,
- perform searches and analytics, and
- assist with security administrative functions.

Tracking pixels are tiny electronic tags with a unique identifier embedded in websites, online ads, and/or email. They are designed to provide usage information like ad impressions or clicks, measure popularity of the Services and associated advertising, and to access user cookies. We may use tracking technologies in our license buttons and/or icons to track the website addresses where they are embedded, gauge user interaction, and determine the number of unique viewers. We may also use analytics tools to capture data from our emails to gauge effectiveness. You can change your settings to block cookies, but this may affect certain features of the Services.

For more information about how we use cookies, please read our Cookie Policy.

### **3.3 Information from Third Parties**

To the extent permitted by law, we may collect information from third parties, including public sources, social media platforms, and marketing and market research firms. This information could include name, contact information, demographic information, and information to verify identity or trustworthiness.

## **4 How We Use Your Information**

We may use the information we collect from and about you to:

- Fulfil the purposes for which you provided it.
- Provide and improve the Services, including to develop new features or services, take steps to secure the Services, and for technical and customer support.
- Fundraise, accept donations, or process transactions.
- Send you information about your interaction or transactions with us, account alerts, or other communications, such as newsletters.
- Process and respond to your inquiries or to request your feedback.
- Conduct analytics, research, and reporting, including to synthesize and derive insights from your use of our Services.
- Comply with the law and protect the safety, rights, property, or security of Cargo-PortConnect, the Services, our users, and the general public.
- Enforce our Terms of Use, including to investigate potential violations thereof.

We may combine information collected from you with information from our affiliates and/or non-affiliated third parties, and use such combined information in accordance with this Privacy Policy. We may aggregate and/or de-identify information for research and marketing purposes.

## **5 When We Disclose Your Information**

We may disclose and/or share your information under the following circumstances:

### **5.1 Service Providers**

We may disclose your information with third parties who perform services on our behalf, including event management, marketing, customer support, data storage, and legal services.

## 5.2 Legal Compliance and Protection

We may disclose your information if required by law or on a good faith belief that such disclosure is necessary for:

- legal process,
- enforcing our Terms of Use and this Privacy Policy,
- responding to customer service requests,
- protecting the rights, property, or personal safety of CargoPortConnect, our agents, and the public.

This includes exchanging information for fraud protection and spam prevention.

## 5.3 Business Transfers

In business transactions, such as asset transfers or sales, your information may be disclosed. If assets are sold or transferred, customer information would likely be included.

## 5.4 Affiliated Companies

We may disclose your information with current or future affiliated companies.

## 5.5 Consent

We may disclose your information to third parties based on your consent.

## 5.6 Aggregate/De-identified Information

We may disclose de-identified and/or aggregated data to third parties, including advertisers and promotional partners.

# 6 Legal Basis for Processing Personal Data

Our legal grounds for processing information include:

- To Honor Our Contractual Commitments to You.
- Legitimate Interests, such as customer service, marketing, and security.
- Legal Compliance.
- Consent, where required by law.

# 7 Online Analytics

We may use third-party analytics services to collect and analyze information. To prevent Google Analytics from using your information, you can install the Google Analytics Opt-out Browser Add-on.

## **8 Your Choices and Data Subject Rights**

You have rights with respect to your information, including:

- Updating your account preferences.
- Exercising GDPR and EU data subject rights such as access, rectification, objection, withdrawal of consent, and lodging complaints.

To exercise these rights, please email us at [contact@cargportconnect.com](mailto:contact@cargportconnect.com).

## **9 International Transfers**

We may share your information with service providers or partners outside your country. We will ensure that such transfers comply with applicable laws.

## **10 Security Measures**

We have implemented security measures to protect your information. However, no method of transmission over the internet is completely secure.

## **11 Data Retention**

We retain information for as long as necessary to fulfill the purposes set forth in this Privacy Policy or as legally required.

## **12 Third-Party Links and Services**

The Services may contain links to third-party sites. We are not responsible for the privacy practices of these sites. Please review their privacy policies.

## **13 Changes to this Privacy Policy**

We may update this Privacy Policy and will post changes here. Please check this page periodically for updates.

## **14 Questions About this Privacy Policy**

If you have any questions, contact us at [contact@cargportconnect.com](mailto:contact@cargportconnect.com).