

## **Privacy Policy**

Welcome to HB30's Privacy Policy. This policy outlines how we collect, use, and protect your personal information and customers' data when you subscribe to our services. By using HB30, you consent to the practices described in this Privacy Policy.

### **Personal Information Collection:**

HB30 may collect personal information, such as your name, email address, billing details, and other necessary information required for the subscription process. We collect this information when you sign up for our services or update your account details.

Usage of Personal Information:

The personal information we collect is primarily used to: a)

Process and manage your subscription to HB30.

b) Provide customer support and respond to your inquiries.

c) Send you relevant updates, promotions, or marketing materials related to our services.

d) Improve and personalize your experience on the HB30 platform.

e) Comply with legal and regulatory requirements.

### **Customer Data Collection:**

HB30 collects your customers' feedback solely through the PMF survey sent out. The data collected only includes customer feedback, and any other relevant data as needed.

### **Protection of Personal Information:**

HB30 takes appropriate security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. We use industry-standard encryption protocols to safeguard your data.

### **Third Party Sharing:**

HB30 collects your data solely for the purpose of generating insights for your business. We do not sell your customers' feedback to other sources or use your data for purposes other than generating insights for you.

HB30 may share your data with trusted third-party service providers who assist us in operating our platform and delivering our services. These providers protect your data and use it only for the specified purposes based on their own Terms and Conditions and Privacy Policy statements.

### **Data Retention:**

HB30 will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, or as required by law. After this period, your data will be securely deleted or anonymized.

### **Cookies and Tracking Technologies:**

HB30 uses cookies and similar tracking technologies to enhance your browsing experience and collect usage information. You may modify your browser settings to manage cookies preferences.

**Marketing Communication:**

You may choose to opt-out of receiving marketing communications from HB30 at any time. Simply follow the unsubscribe instructions provided in our emails or contact us directly.

**Children's Privacy:**

HB30 does not knowingly collect or solicit personal information from individuals under the age of 18. If we become aware that we have inadvertently collected personal information from a minor, we will take immediate steps to delete it.

**Changes to the Privacy Policy:**

HB30 may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. We will notify you of any significant changes through prominent notice on the platform or by email.

**Contact Us:**

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at [support@thepmftool.com](mailto:support@thepmftool.com). By subscribing to HB30 and using our platform, you acknowledge that you have read, understood, and agreed to the Terms and Conditions and Privacy Policy outlined above. Thank you for choosing HB30!