**Privacy Policy**

**Effective Date:** [Insert Date]  
**Last Updated:** [Insert Date]

At **Data Solutions Technologies** (“we”, “us”, “our”), protecting your privacy is a priority. This Privacy Policy explains what information we collect, how we use it, with whom we share it, and your rights. By accessing or using our services or website, you agree to the practices described in this policy.

**1. Information We Collect**

We may collect the following types of information:

* **Personal Information:** Such as your name, email address, phone number, company/organization name, job title, billing address, physical address — when you voluntarily provide these (e.g., via contact forms, signing up, purchasing services).
* **Usage / Technical Information:** Including IP address, browser type, operating system, device information, pages visited, time spent, referring/exit pages, click-stream data, and similar analytics data.
* **Cookies & Tracking Technologies:** We use cookies, pixel tags, web beacons, and similar technologies to collect information about how you use our website and to improve functionality, performance, and user experience.
* **Third-Party Sources:** We may obtain information from third parties (for example, analytics providers, advertising networks) to enrich our understanding of how users access and use our services.

**2. How We Use Your Information**

We use your information for purposes including, but not limited to:

* To provide, improve, personalize, and maintain our services and website.
* To respond to your inquiries, provide customer support, and communicate with you about your account or service(s).
* To send updates, newsletters, marketing & promotional communications (where you have given consent), and other information which may be of interest to you.
* To monitor and analyze usage and trends to improve service offerings, security, and user experience.
* To detect, prevent, and address technical issues or security breaches.
* To comply with legal obligations, enforce our terms and policies, and protect rights, property, or safety.

**3. Legal Basis for Processing (If Applicable)**

Where required by applicable law (for example, GDPR), we process your personal data under one or more of the following legal bases:

* With your consent.
* For the performance of a contract to which you are a party.
* To meet legal obligations.
* For our legitimate interests, provided those interests are not overridden by your rights.

**4. Sharing Your Information**

We do **not** sell your personal information. We may share information with:

* **Service Providers & Partners:** Companies or persons who perform functions on our behalf (e.g., hosting, data storage, email delivery, analytics, payment processors).
* **Affiliates or Subsidiaries:** If we are part of a group of companies, we may share information internally as needed.
* **Law Enforcement / Legal Authorities:** Where required by law or necessary to protect our rights, safety, or comply with a legal obligation.
* **Business Transfers:** In connection with a merger, acquisition, reorganization, or sale of all or part of our business.

**5. Data Retention**

We keep your personal information only for as long as needed to fulfil the purposes outlined in this policy, unless a longer retention period is required or permitted by law. When we no longer need the data, we will securely delete or anonymize it.

**6. Cookies and Tracking Technologies**

* We use cookies and tracking tools to enhance user experience, analytics, and marketing.
* You can manage cookie preferences via your browser settings or via any cookie consent tool displayed on our site.
* Third-party services (e.g. Google Analytics) may use cookies to collect usage data. We do not always control how these third parties use tracking technologies.

**7. Security**

* We implement a variety of technical, physical, and administrative safeguards to protect your personal information.
* Despite our efforts, no method of transmission over the internet or method of electronic storage is completely secure; we cannot guarantee absolute security.

**8. Your Rights**

Depending on your legal jurisdiction, you may have rights such as:

* The right to access or request a copy of your personal data.
* The right to rectify (correct) inaccurate or incomplete data.
* The right to erase (delete) your personal data.
* The right to restrict or object to certain processing.
* The right to data portability.
* The right to withdraw consent at any time where processing is based on consent.

To exercise these rights, please contact us using the details below. We may require proof of identity before responding to requests.

**9. Third-Party Links**

Our site may contain links to external websites or services that are not owned or controlled by us. We are not responsible for the privacy practices of those third parties. Before providing your information, please review the privacy policies of any external sites.

**10. Children’s Privacy**

Our services are not intended for children under [age, e.g. 13 or as applicable in your jurisdiction]. We do not knowingly collect or solicit information from anyone under that age. If we learn we have collected personal data of a child under that age, we will take steps to delete it.

**11. Changes to Our Privacy Policy**

We may update this policy periodically. When we do, we will revise the “Last Updated” date. We encourage you to review this policy regularly to stay informed about how we are protecting your information.

**12. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please reach out:

**Data Solutions Technologies**

Email: privacy@datasolutionstech.com

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