



Who we are

Our website address is: <https://opticmarketinggroup.com/>

It is Optic Marketing Group policy to respect your privacy regarding any information we may collect while operating our website. This Privacy Policy applies to Optic Marketing Group (hereinafter, “us”, “we”, or “Optic Marketing Group”). We respect your privacy and are committed to protecting personally identifiable information you may provide us through the Website. We have adopted this privacy policy (“Privacy Policy”) to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties. This Privacy Policy applies only to information we collect through the Website and does not apply to our collection of information from other sources.

California Notice of Collection of Personal Information: We collect personal information below under “Information We Collect” for the purpose described below under “Use of Information for Business Purposes.” To learn more about your California privacy rights, including your right to opt out of the sale of your personal information, please scroll down to “Your California Privacy Rights.”

INFORMATION WE COLLECT

Contact and Account Information. We collect the e-mail addresses of those who communicate with us via email, aggregate information on what pages consumers access or visit, and may collect personally identifiable information volunteered by you when you request a consultation or retain our services. The types of information that may be volunteered by you and collected include your name, organization information, address, email address, phone numbers, and credit card information. Financial information shall be submitted through a payment gateway provided by PayPal, authorize.net, or another payment provider and secured by a Secured Sockets Layer (SSL) communication protocol.

Site Usage and Device Information. We may also collect certain information about your computer hardware and software, including, without limitation, your IP address, your Internet Service Provider, browser type, operating system, domain name, access times and referring Website addresses, your email address, and your passwords. We may also collect information about your mobile devices, including your cell phone or other mobile device number and model, and your cellular carrier. We may also collect information about which pages you visit on our Website.

Location Information. We may collect information about your location, which may include your precise geolocation or zip code.

Phone Call Recordings. We may also record phone calls with us or with your End Users if you



use our call answering or call listening and reporting services.

Customer Service and Feedback. We may collect information from you when you request support or information from us, provide feedback or reviews about your experience with us or our products, or otherwise communicate with or contact us.

End User Information. We collect information about your End Users. For more information about what is collected from End Users, please scroll down to “Collection and Use of End User Analytics Information.”

HOW WE COLLECT INFORMATION

Direct Collection of Information from You. We collect information when you interact with our services and sales team, for example, when you submit your information through our “Contact Us” form or when you request a consultation from our website.

Cookies. Cookies are small files that a site or its service provider transfers to your computer’s hard drive through your Web browser that enables the sites or service providers’ systems to recognize your browser and capture and remember certain information. We do not link the information we store in cookies to any personally identifiable information you submit while on our site. We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period.

Web Beacons: Web beacons (also known as Internet tags, pixel tags, and clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies, which are used on our website to track online movements of web users and compile aggregated statistics to analyze how our site is used and may be used, in our services, or in our emails. Our use of Web beacons also includes counting visits and telling if an email has been opened and acted upon. We do not link the information gathered from web beacons to any personally identifiable information. As is true of most websites, we gather certain information and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to analyze trends, administer the site, track users’ movements around the site, and to gather demographic information about our user base as a whole. We do not link this data to personally identifiable information.

Log Files: Optic Marketing Group follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and are a part of hosting services’ analytics. The information collected by log files includes internet protocol (IP)



addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any personally identifiable information. The purpose of the information is to analyze trends, administer the site, track users' movement on the website, and gather demographic information.

Social Media Widgets. Our website includes Social Media Features ("Features"), such as the Facebook Like button, and Widgets, such as the Twitter button, Share This button, or other interactive mini-programs that run on our site. These Features may collect your IP address, and which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Features and Widgets are either hosted by a third party or hosted directly on our site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our services. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt out of having made your activity on the service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

USE OF INFORMATION FOR BUSINESS PURPOSES

To Provide Services to You. When you request a consultation or retain our services, we ask for information such as your name, organization information, email address, billing address, and credit card information. Optic Marketing Group uses collected information for the following general purposes: provision of products and services, billing, identification and authentication, services improvement, contact, and research.

To Communicate with You. We may use your email address, mailing address, and/or phone number provided to us to answer questions we receive from you through the website. We may use your email address to share updates on Optic Marketing Group's offerings. We may text you with alerts and other communication about our services. You may opt out or unsubscribe from receiving any future mailings at any time.

To Market Our Services to You. We may use your location information and geofencing to provide targeted interest-based advertising to you.



For Our Business, Technology, and Marketing Improvements. We may use non-identifying information for design and development changes to our website, aggregating the information to determine which areas of our website need improvement based on overall traffic to certain pages. We may share non-identifying information with our affiliates. We may use your IP address and information collected from you to help diagnose problems with our server(s), create new functionality, and improve and administer the website.

To Meet our Legal Obligations. We may need to share your information with law enforcement or government agencies in response to a subpoena, state and/or federal audit, or as otherwise required by law.

For Our Business Succession Planning. We may transfer information about you if Optic Marketing Group is acquired by or merged with another company. In this event, the Optic Marketing Group will notify you before information about you is transferred and becomes subject to a different privacy policy.

Sharing Information with External Companies and Affiliates. We may share information with external companies and affiliates who perform business, technical, professional or marketing-related services for us. We may share information with data analytics vendors or market research companies. We may share information with social media websites in connection with performing services for you.

Other Sharing of Information. We share information as permitted by law and for other reasons we may describe to you.

No Sale of Your Information. We will not sell your personally identifiable information to third parties for the purpose of such third parties sending unsolicited offers or advertisements.

DATA SECURITY

Optic Marketing Group uses third-party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run Company applications. Although the Optic Marketing Group owns the code, databases, and all rights to all Company applications, you retain all rights to your data.

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have taken steps to enhance the safety and confidentiality of personal and financial information sent to or from us. Optic Marketing Group uses commercially reasonable efforts to maintain the security of the website, mobile application platforms, and your information. However, the Optic Marketing Group provides the website, application platforms,



and services “as is” without any express or implied warranty of any kind, including warranties of merchantability, reliability, or fitness for a particular purpose.

THIRD-PARTY WEBSITES

Optic Marketing Group is not responsible for the privacy practices or policies of any third-party websites that are linked to the website. We encourage you to read their respective privacy policies before providing any personal information at or to such sites.

COLLECTION AND USE OF END-USER ANALYTICS INFORMATION

Optic Marketing Group provides information to you about how your End Users use your website and mobile applications as well as how applications are performing across different mobile devices (but does not collect personally identifiable information about your End Users). Optic Marketing Group obtains this information either directly from you or from our software embedded in an End User’s mobile application.

Information Collected from End Users. The data collected may include: agent version, platform, timestamp, API key (identifier for application), application version, device identifier – e.g., MAC address, Android ID, and IFA-Model (non-iOS), manufacturer (non-iOS) and OS version of device (non-iOS), session start/stop time, locale, time zone, and network status. The device identifiers may be hashed. In addition, Optic Marketing Group may collect the following data: anonymous User ID, latitude and longitude (geolocation data), events, errors, and page views. Finally, we see the IP address of the user through the HTTP request. Optic Marketing Group uses this data to create reports for you to analyze your End Users and to create reports and/or metrics against which you can compare your base. We may provide you with the option of exporting raw Company data to your servers such as timestamp, platform, event, and user ID. You can also record errors that occur in your applications and receive an export of data containing the error information. We may use cookies, web beacons, and other technologies to track and collect data from your End Users but do not link this data to personally identifiable information.

Use of End User Information. Your End User data is presented to you to analyze your website and mobile applications. In addition, Optic Marketing Group may provide you with aggregated and anonymous benchmark data that includes your End User data and all other Customers’ End User data. We may use your End User data for internal marketing purposes in developing strategic campaigns for you and for other customers of Optic Marketing Group. Such End User data used for these purposes will not contain any personally identifiable information. We may share your End User data with our affiliates. Such End User data used for these purposes will not contain any personally identifiable information. For certain customers, we may disclose your End User data in connection with a marketing campaign to a distributor (if that distributor has retained our services on your behalf) unless you provide us with written notification that we may



not submit such data.

No Sale of Information Relating to Your End Users. We will not contact your End Users and we will not sell information relating to your End Users.

CUSTOMER USE OF END-USER DATA

Optic Marketing Group is not responsible for any use by you of any data about your End Users, even if Optic Marketing Group helped you collect the data. You should allow End Users to review your policies to understand your use of End User data. You are prohibited from using our services to independently collect any personally identifiable information about any End User absent their express permission. Further, you must provide a privacy agreement to your End Users.

CHILDREN

Optic Marketing Group does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

OPTING OUT OF TARGETED ADVERTISING

We engage in interest-based advertising activities, including cross-device linking. If you would like to stop receiving interest-based advertising from us you can do so in your browser settings. By doing so, we will replace your unique cookie with an “opt-out” cookie that will prevent us from serving you interest-based advertising. An opt-out choice means that we no longer use or transfer data from the opted-out device for targeted advertisements, and we no longer use data collected on other devices to inform advertisements on that device. We will still collect and store information through such cookies for other purposes such as metrics and analytics and we may still serve you advertising, but it will not be tailored for you. Because cookies are browser-specific, if you use more than one browser or device, you will need to make your opt-out choice on each browser or device that you use.

OPTING OUT FROM LOCATION-BASED ADVERTISING

You may opt out of our collection, use, and transfer of precise location data for location-based advertising purposes, by using the location services controls in your mobile device’s settings.

ADDITIONAL JURISDICTION-SPECIFIC RIGHTS

Nevada Residents. While we do not sell your Personal Data, as defined under Nevada law, your Nevada rights permit you to request that we stop selling your personal information (“opt-out”).



California Residents. If you are a resident of California, you have the following rights:

Right of access: You have the right to ask us for the personal information we collect, use, disclose, or may sell about you.

Right to deletion. You have the right to ask us to delete your personal information that we collect. Note that there are certain reasons we will not be able to fully address your request, such as to complete a transaction for you, detect and prevent fraud or illegal activity, exercise our rights, use data solely for internal purposes, or comply with a legal obligation.

Right to opt out. While we do not sell your personal information, your California rights permit you to request that we stop selling your personal information (“opt-out”).

Mandatory Disclosure: In the past 12 months, we collected identifiers/contact information, characteristics of protected classifications under California or federal law, commercial information, internet or other electronic network activity information, geolocation data, visual or similar information, or inferences drawn from the above. We collected this information from you, advertising networks, data analytics providers, operating systems and platforms, and social networks. We use information for business purposes as described above under “Use of Information for Business Purposes.” We disclose the following categories of personal information for business purposes: identifiers/contact information, characteristics of protected classifications under California or federal law, commercial information, internet or other electronic network activity information, geolocation data, visual or similar information, or inferences drawn from the above.

GDPR Data Protection Rights

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.
- The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.
- The right to erasure – You have the right to request that we erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.



- The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

CHANGES IN PRIVACY POLICY

This Privacy Policy may change from time to time to accommodate changes in the website, changes in technology, or legal developments. We will post any changes to the Privacy Policy on the website. You are advised to review this Privacy Policy periodically for any changes.

How can you access your information?

To access, update, and/or delete your information please reach out to Optic Marketing Group, LLC. through our Contact Us form or by writing us at:

Optic Marketing Group, LLC.
610 E Zack St
Ste 110-146
Tampa FL 33602
813-444-4465

How can you contact us with privacy questions?

If you have any questions or comments about this Privacy Statement or if you would like us to update the information we have about you or your preferences, please contact us by writing us at:

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