

Privacy & Cookie Policy of Optimysell

Last updated: July 24, 2025

At Optimysell, we are committed to protecting your privacy and ensuring transparency in how we collect, use, and store your personal data. This Privacy & Cookie Policy explains how we handle your data when you use our website and digital marketing services, including how cookies and similar technologies are used.

1. What Information We Collect

We may collect the following types of information when you interact with our website or services:

- **Personal Identification Information:** Name, email address, phone number, business details (if applicable), and other contact data provided via contact forms, newsletter subscriptions, or consultations.
 - **Technical Data:** IP address, browser type, device data, referral URL, time zone, and other diagnostic information collected automatically via cookies.
Usage Data: Information on how you interact with our website, such as pages visited, time spent on pages, and click behavior.
 - **Marketing Data:** Your preferences in receiving marketing communications from us or third parties.
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2. Use of Cookies and Tracking Technologies

Cookies help us enhance your user experience, analyze traffic, and personalize content and ads. We use the following types of cookies:

- **Essential Cookies:** Required for the proper functioning of our site (e.g., login, navigation).
- **Performance Cookies:** Help us understand how visitors use our website.
- **Functionality Cookies:** Store your preferences (e.g., language, region).
- **Advertising & Targeting Cookies:** Allow us and our partners to show you relevant ads and track performance.

You can manage cookie preferences at any time via the cookie banner or your browser settings.

3. How We Use Your Data

We use your personal data to:

- Provide and manage our services
 - Improve our website and user experience
 - Conduct marketing and remarketing campaigns
 - Communicate with you regarding updates, offers, or services
 - Comply with legal obligations
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4. Legal Basis for Processing (GDPR, TDPSA, CCPA)

We process your data under various legal bases depending on your location:

- Consent: For marketing and non-essential cookies
 - Contractual necessity: To deliver services or fulfill a request
 - Legitimate interest: For service improvement, fraud prevention, or analytics
 - Legal obligation: When required by law (e.g., tax or regulatory purposes)
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5. Data Retention

We only retain your data as long as necessary to fulfill the purposes outlined above or to comply with legal obligations. Cookies have their own expiration dates depending on their type and purpose.

6. Third-Party Services

As part of delivering our digital marketing services and operating our website, we may share or allow access to certain data with trusted third-party providers. These may include:

- Analytics platforms to monitor and improve website performance
- Advertising and remarketing services to manage paid campaign strategies
- CRM and email marketing tools to facilitate communication with clients and leads
- IT, security, or hosting providers that help ensure our services function securely and efficiently

These partners may process data on our behalf or utilize cookies and other technologies to fulfill their services. All such relationships are subject to strict confidentiality and data protection obligations.

7. Data Security

We protect your personal data using appropriate technical and organizational measures, including:

- Secure servers and hosting
 - HTTPS encryption
 - Role-based access controls
 - Regular software updates and audits
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8. Your Rights

Depending on your location, you may have the right to:

- Access your personal data
- Correct or update your information
- Delete your data (“Right to be forgotten”)
- Object to processing or withdraw consent
- Request data portability

To exercise these rights, contact us at:

 info@optimysell.com

If you're a resident of:

- EU: Your rights are protected under GDPR
- California: You're protected under CCPA/CPRA
- Texas: Covered by the Texas Data Privacy and Security Act (TDPSA)

We will respond to your request within 30 days unless an extension is necessary.

9. Children's Privacy

Our services are not intended for children under 13. We do not knowingly collect data from minors. If you believe we have inadvertently collected such data, please contact us for deletion.

10. Changes to This Policy

Optimysell may update this Privacy & Cookie Policy periodically. Updates will be posted on this page with a new effective date. We encourage you to review it regularly.