

LeadGPT Privacy Policy

Effective Date: 1 October 2024

1. Definitions

- **Personal Data:** Information about an individual who can be identified directly or indirectly.
 - **Processing:** Any operation performed on Personal Data, such as collection, use, or storage.
 - **Data Controller:** Entity determining the purpose and means of processing Personal Data.
 - **Data Processor:** Entity processing Personal Data on behalf of the Data Controller.
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2. Scope

This policy applies to Personal Data collected and processed to provide LeadGPT services. It includes data processed during lead generation activities.


3. Legal Basis for Processing

- **Consent:** Obtained where legally required.
 - **Legitimate Interests:** For business operations, unless outweighed by individual rights.
 - **Contractual Necessity:** Required to fulfill contracts or pre-contractual obligations.
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4. Personal Data We Collect

4.1 Client Data

Includes contact, account, billing, and communication details.



4.2 Lead Data

Includes professional information such as:

- Name
 - Title
 - Company
 - Publicly available social or web data
 - Interaction and campaign response data
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5. How We Collect Data

- Information shared during onboarding or platform usage
 - Automated technologies (e.g., cookies)
 - Third-party or publicly available sources
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6. Purposes of Processing

- To provide, improve, and maintain our services
 - For billing, marketing, and legal compliance
 - To personalize and generate outreach for clients
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7. Disclosure of Personal Data

We may share data with:

- Clients
 - Authorized third-party service providers
 - Legal authorities, if required
 - Entities involved in business transfers (e.g., mergers)
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8. International Data Transfers

Personal Data may be transferred outside the user's country. We use safeguards like **Standard Contractual Clauses** to protect this data.

9. Data Security

We employ technical and organizational measures including:

- Encryption
 - Access control
 - Routine security assessments
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10. Data Retention

Data is retained only as long as necessary. It is securely deleted or anonymized once no longer needed.

11. Data Subject Rights

You have the right to:

- Access, correct, delete, or restrict your Personal Data
 - Object to data processing
 - Withdraw consent, where applicable
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12. Cookies and Tracking Technologies

We use cookies for:

- Enhancing user experience
 - Analytics and advertising
- You can manage cookie preferences through your browser settings.

13. Third-Party Links

Our services may include links to external websites. We are not responsible for their privacy practices.

14. Children's Privacy

Our services are not directed at individuals under 18. We do not knowingly collect children's data.

15. Changes to This Privacy Policy

We may update this policy.

- Updated versions will be posted with the new effective date.
 - Significant changes will be communicated to users.
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16. Data Protection Officer

For inquiries, please contact:

Email: info@leadgpt.org

17. Data Protection in Specific Jurisdictions

17.1 European Economic Area (EEA) & UK

- **GDPR Compliance**
- Legal bases: Consent, Legitimate Interest, Contractual Necessity
- **International transfers** are protected via **Standard Contractual Clauses**

17.2 California Consumer Privacy Act (CCPA)

- **Applies to California Residents**
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- Rights include:
 - Right to know
 - Right to delete
 - Right to opt-out of data sales
 - Right to non-discrimination
- **We do not sell Personal Data**

17.3 Other Jurisdictions

We comply with applicable laws in all jurisdictions where we operate.

18. Security Incident Response

- Affected parties will be notified in the event of a breach, as required by law
 - Incident response procedures are in place to minimize damage
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19. Client Responsibilities

- Ensure lawful use of our services
 - Provide accurate data
 - Ensure lawful basis for data shared with LeadGPT
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20. Employee and Contractor Confidentiality

- Access is limited to authorized personnel
 - Confidentiality agreements are in place
 - Staff receive regular privacy and data protection training
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21. Subprocessors

- We may engage third-party subprocessors
 - Due diligence is performed to ensure they meet security standards
 - Subprocessor agreements reflect our data protection obligations
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22. Record of Processing Activities

We maintain documentation of all processing activities as required by law.

23. Monitoring and Enforcement

- We conduct regular internal audits
 - Non-compliance may lead to disciplinary action, including contract termination
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24. Complaints and Dispute Resolution

- You may contact our DPO for concerns
 - You also have the right to contact a regulatory authority in your jurisdiction
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Contact Us

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