

Effective Date: January 1, 2025

Thank you for visiting www.whaleryder.com ("we," "us," or "our"). WhaleRyder values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and protect the information you provide when you use our website.

1. Information We Collect

We collect personal information directly from you and automatically through your use of our website.

- Contact Information: When you contact us through our website's contact form or sign up for our newsletter, we collect your name and email address. This information is used to respond to your inquiries and provide you with updates and information about WhaleRyder.
- Usage Data: We automatically collect information about your interaction with our website, such as the pages you visit, the links you click, your IP address, browser type, operating system, and referring URLs. We use Google Analytics to collect and analyze this data to understand how users engage with our website.
- Cookies and Similar Technologies: We use cookies and similar tracking technologies to enhance your browsing experience and collect information about your usage of our website. Cookies are small text files that are stored on your device. We use them for:
 - Essential Website Functionality: To remember your preferences (e.g., language) and enable basic website features.
 - Analytics: To track website traffic and user behavior through Google Analytics.
- Plugins and Add-ons: This website may use plugins and add-ons to provide additional functionality. These may collect information about you and your activity. Please review the privacy policies of these plugins and add-ons for more information.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To Respond to Inquiries: To respond to your questions and requests submitted through our contact form.
- To Improve Our Website: We analyze usage data to understand how users interact with our website, identify areas for improvement, and optimize the user

experience. This includes using Google Analytics to understand user demographics and interests.

- Website Functionality: To enable basic website functionality and personalize your experience using cookies.
- Marketing Communications: With your consent (where required by law), we may use your email address to send you newsletters and promotional materials about WhaleRyder. You can opt out of receiving these communications at any time by clicking the "unsubscribe" link in the email.

3. Information Sharing

We may share your information with the following third parties:

- Google Analytics: We share usage data with Google Analytics to analyze website traffic and user behavior. Google Analytics may use this data for its own purposes, including advertising. Please see [Google's Privacy Policy](#) for more information on their data practices.
- Service Providers: We may engage third-party service providers to assist us in operating our website, sending emails, and providing other services. These providers will have access to your information only as necessary to perform their functions and are obligated to maintain its confidentiality.
- Legal Compliance: We may disclose your information if required to do so by law or in response to valid legal requests.

4. Your Rights

You have the following rights regarding your personal information:

- Access: You have the right to request access to the personal information we hold about you.
- Correction: You have the right to request that we correct any inaccurate or incomplete personal information.
- Deletion: You have the right to request that we delete your personal information.
- Objection: You have the right to object to the processing of your personal information for marketing purposes.

To exercise these rights, please contact us at [**onboarding@whaleryder.com**](mailto:onboarding@whaleryder.com). We will respond to your request within a reasonable timeframe.

5. Data Security

We take reasonable measures to protect your information from unauthorized access, alteration, disclosure, or destruction. These measures include but are not limited to Secure Sockets Layer (SSL) encryption technology, pseudonymisation, internal data

access restrictions, and strict physical access controls to buildings & files. However, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

6. Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

7. Children's Privacy

Our website is not intended for children under the age of 13, and we do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under 13, we will promptly delete it.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Effective Date" at the top will reflect the latest revision. We encourage you to review this policy periodically to stay informed about how we handle your information.

9. Contact Us

If you have any questions, concerns, or feedback regarding this Privacy Policy or our data practices, please contact us at ***onboarding@whaleryder.com***.

Disclaimer: *This is a sample privacy policy and may not be fully compliant with all applicable laws. It is recommended to consult with a legal professional to ensure your privacy policy meets all legal requirements.*