

# Privacy Policy for Wolfpack Pulse

**Last Updated: June 14, 2025**

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

---

## What Personal Information Do We Collect?

When you purchase our Business SEO Health Check or use our services, we may collect the following information:

**Business Information:** - Business name and address - Website URL - Phone number and email address - Business category/industry - Competitor information (optional)

**Personal Information:** - First and last name - Email address - Phone number - Billing address - Payment information (processed securely through third-party processors)

**Technical Information:** - IP address - Browser type and version - Device information - Pages visited and time spent on our website - Referring website information

---

## When Do We Collect Information?

We collect information from you when you: - Purchase our Business SEO Health Check - Fill out the business information form after purchase - Subscribe to our newsletter - Contact us via email, phone, or contact forms - Browse our website (through cookies and analytics) - Respond to surveys or marketing communications - Open support tickets or request customer service

---

## How Do We Use Your Information?

We may use the information we collect from you in the following ways:

**Service Delivery:** - To generate your personalized Business SEO Health Check report - To analyze your business's online presence and competitors - To deliver your report within the promised 24-hour timeframe - To provide customer support and respond to inquiries

**Business Operations:** - To process payments and prevent fraud - To improve our services and website functionality - To personalize your experience on our website - To send service-related communications

**Marketing (with your consent):** - To send newsletters and promotional emails - To follow up after service completion - To request feedback and reviews - To inform you about related services that may interest you

---

## How Do We Protect Your Information?

**Security Measures:** - Our website uses SSL encryption to protect data transmission - Regular security scans for vulnerabilities and malware - Secure servers with restricted access - Regular software updates and security patches - Staff training on data protection and privacy

**Payment Security:** - We do not store credit card information on our servers - All payment processing is handled securely by Stripe - PCI DSS compliant payment processing through Stripe - Encrypted transmission of all financial data

**Data Storage:** - Business information is stored securely in our CRM system (GoHighLevel) - Regular backups with encryption - Access controls limiting who can view your information - Data retention policies to ensure information is not kept longer than necessary

---

## Do We Use Cookies?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information.

**We use cookies to:** - Remember your preferences for future visits - Understand and analyze website usage patterns - Improve our website functionality and user experience - Track the effectiveness of our marketing campaigns - Provide personalized content and advertisements

**Types of Cookies We Use:** - **Essential Cookies:** Required for website functionality - **Analytics Cookies:** Help us understand how visitors use our site (Google Analytics) - **Marketing Cookies:** Track advertising effectiveness (Facebook Pixel, Google Ads) - **Preference Cookies:** Remember your settings and preferences

**Managing Cookies:** You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies through your browser settings. If you turn cookies off, some features that make your site experience more efficient may not function properly.

---

## Third-Party Services and Integrations

### Service Providers We Use:

- **Payment Processing:** Stripe for secure payment processing
- **Email Marketing:** GoHighLevel and Brevo.com for email communications
- **Analytics:** Google Analytics for website usage analysis
- **Advertising:** Facebook Pixel, Google Ads for marketing campaigns
- **CRM:** GoHighLevel for customer relationship management
- **Hosting:** Secure cloud hosting for website hosting
- **Support:** GoHighLevel for customer service management

**Data Sharing:** We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information except: - To trusted service providers who assist in operating our website and conducting our business (under confidentiality agreements) - When required by law or to protect our rights, property, or safety - With your explicit consent

**Third-Party Links:** Our website may contain links to third-party websites. These sites have separate and independent privacy policies. We have no responsibility or liability for the content and activities of these linked sites.

---

## Google Services

**Google Analytics:** We use Google Analytics to understand how visitors interact with our website. Google Analytics collects information such as how often users visit our site, what pages they visit, and what other sites they used prior to coming to our site.

**Google Ads:** We use Google Ads for advertising. Google may use cookies to serve ads based on your prior visits to our website.

**Opting Out:** - You can opt-out of Google Analytics using the Google Analytics Opt-out Browser Add-on - You can set preferences for how Google advertises to you using the

Google Ad Settings page - You can opt out of interest-based advertising through the Network Advertising Initiative Opt-Out page

---

## Your Rights and Choices

**Access and Correction:** You have the right to access, update, or correct your personal information. Contact us to request access to your data.

**Data Portability:** You can request a copy of your personal data in a structured, machine-readable format.

**Deletion:** You can request deletion of your personal information, subject to certain legal obligations.

**Marketing Communications:** You can unsubscribe from marketing emails at any time by:  
- Clicking the unsubscribe link in any email - Contacting us directly at support@wolfpackpulse.com - Updating your preferences in your account settings

**Do Not Track:** We honor Do Not Track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

---

## Data Retention

**Business Information:** Retained for the duration of our business relationship and up to 7 years after for tax and legal purposes

**Marketing Data:** Retained until you unsubscribe or request deletion

**Website Analytics:** Anonymized data retained for up to 26 months

**Payment Information:** Not stored on our servers; handled by Stripe according to their retention policies

---

## International Data Transfers

If you are located outside the United States, please note that the information you provide to us will be transferred to and processed in the United States. By using our services, you consent to this transfer and processing.

---

## Children's Privacy (COPPA Compliance)

Our services are not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete such information.

---

## California Privacy Rights (CCPA)

California residents have the right to: - Know what personal information is collected about them - Know whether their personal information is sold or disclosed and to whom - Say no to the sale of personal information - Access their personal information - Request deletion of personal information - Not be discriminated against for exercising their privacy rights

To exercise these rights, contact us at [support@wolfpackpulse.com](mailto:support@wolfpackpulse.com) or (713) 554-1803.

---

## Changes to This Privacy Policy

We may update this privacy policy from time to time. When we do, we will: - Post the updated policy on this page - Update the "Last Updated" date - Notify users via email if changes are significant - Provide in-site notification of changes

We encourage you to review this policy periodically to stay informed about how we protect your information.

---

## Data Breach Notification

In the event of a data breach that affects your personal information, we will: - Notify affected users via email within 72 hours of discovery - Provide details about what information was involved - Explain what steps we are taking to address the breach - Provide guidance on steps you can take to protect yourself

---

## Fair Information Practices

We follow the Fair Information Practice Principles, which form the backbone of privacy law in the United States. Should a data breach occur, we will notify users via: - Email within 7 business days - In-site notification within 7 business days

We also agree to the Individual Redress Principle, which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law.

---

## Contact Information

If you have any questions regarding this privacy policy or our data practices, you may contact us using the information below:

**Wolfpack Pulse**

11707 Capitol Heights Drive  
Houston, TX 77065  
United States

**Email:** [support@wolfpackpulse.com](mailto:support@wolfpackpulse.com)

**Phone:** (713) 554-1803

**Website:** <https://wolfpackpulse.com>

---

## Consent

By using our website and services, you consent to our privacy policy and agree to the collection and use of information as described in this policy.

---

*This privacy policy is effective as of June 14, 2025 and was last updated on June 14, 2025.*