

# LedgerLink Privacy Policy

**Effective Date:** July 1, 2025

**Last Updated:** July 1, 2025

## Introduction

LedgerLink ("we," "our," or "us") is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [ledgerlink.ai](https://ledgerlink.ai), use our services, or interact with us in connection with our digital asset integration platform for financial institutions.

## Information We Collect

### Personal Information You Provide

We may collect personal information that you voluntarily provide to us, including:

- **Contact Information:** Name, email address, phone number, job title, company name, business address
- **Professional Information:** Industry, company size, asset range, role responsibilities, professional interests
- **Communication Data:** Information contained in communications you send to us, including emails, chat messages, and form submissions
- **Account Information:** Username, password, and other account credentials when you create an account
- **Marketing Preferences:** Your preferences regarding marketing communications and content interests

### Information Collected Automatically

When you visit our website or use our services, we may automatically collect:

- **Technical Information:** IP address, browser type, operating system, device information, screen resolution
- **Usage Data:** Pages visited, time spent on pages, click-through rates, download activity, search queries
- **Cookies and Tracking Technologies:** Information collected through cookies, web beacons, and similar technologies
- **Referral Information:** Information about how you arrived at our website, including referring websites and search terms

### Information from Third Parties

We may receive information about you from:

- **Business Partners:** Information from our authorized partners and vendors
- **Public Sources:** Publicly available information from professional networks, company websites, and industry databases
- **Social Media:** Information from social media platforms when you interact with our content
- **Data Providers:** Information from legitimate third-party data providers for business contact verification

## How We Use Your Information

We use your personal information for the following purposes:

### Service Delivery

- Providing and maintaining our digital asset integration platform
- Processing and responding to your inquiries and requests
- Delivering requested content, including white papers, case studies, and technical documentation
- Facilitating demonstrations and consultations
- Providing customer support and technical assistance

### Business Operations

- Analyzing usage patterns to improve our services and website functionality
- Conducting research and development for new features and services
- Managing our business relationships and partnerships
- Maintaining accurate records and documentation

### Marketing and Communications

- Sending you relevant marketing communications about our services (with your consent)
- Providing industry insights, thought leadership content, and educational materials
- Inviting you to webinars, events, and other professional development opportunities
- Personalizing your experience on our website and in our communications

### Legal and Compliance

- Complying with applicable laws, regulations, and legal processes
- Protecting our rights, property, and safety, and that of our users and others
- Detecting, preventing, and addressing fraud, security issues, and technical problems
- Enforcing our terms of service and other agreements

## Legal Basis for Processing (GDPR)

For users in the European Economic Area, our legal basis for processing personal information includes:

- **Consent:** When you have given clear consent for specific processing activities
- **Contract:** When processing is necessary for the performance of a contract with you
- **Legitimate Interests:** When we have a legitimate business interest that is not overridden by your privacy rights
- **Legal Obligation:** When processing is required to comply with legal obligations

## Information Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following circumstances:

### Service Providers

We may share information with trusted third-party service providers who assist us in:

- Website hosting and maintenance
- Email marketing and communication services
- Customer relationship management
- Analytics and performance monitoring
- Payment processing and financial services

### Business Partners

We may share information with authorized business partners for:

- Joint marketing initiatives (with your consent)
- Referral programs and partnership activities
- Co-sponsored events and content development

### Legal Requirements

We may disclose information when required by law or when we believe disclosure is necessary to:

- Comply with legal processes, court orders, or government requests
- Protect our rights, property, or safety
- Investigate potential violations of our terms of service
- Prevent fraud or other illegal activities

### Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the business transaction, subject to confidentiality agreements and applicable privacy laws.

## Data Security

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- **Encryption:** Data encryption in transit and at rest using industry-standard protocols
- **Access Controls:** Strict access controls and authentication requirements for our systems
- **Security Monitoring:** Continuous monitoring for security threats and vulnerabilities
- **Employee Training:** Regular security training for all employees with access to personal information
- **Vendor Management:** Due diligence and contractual requirements for third-party service providers

## Data Retention

We retain your personal information only 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. Retention periods vary based on:

- The type of information collected
- The purpose for which it was collected
- Legal and regulatory requirements
- Your relationship with LedgerLink

When we no longer need your personal information, we will securely delete or anonymize it in accordance with our data retention policies.

## Your Privacy Rights

Depending on your location, you may have the following rights regarding your personal information:

### Access and Portability

- Request access to the personal information we hold about you
- Receive a copy of your personal information in a portable format

### Correction and Updates

- Request correction of inaccurate or incomplete personal information
- Update your contact preferences and marketing communications settings

## Deletion

- Request deletion of your personal information, subject to legal and business requirements
- Withdraw consent for processing where consent is the legal basis

## Restriction and Objection

- Request restriction of processing in certain circumstances
- Object to processing based on legitimate interests
- Opt out of marketing communications at any time

## California Privacy Rights

California residents have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information is collected, sold, or disclosed, and the right to delete personal information.

To exercise your privacy rights, please contact us using the information provided in the "Contact Us" section below.

## Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your browsing experience and analyze website usage. Types of cookies we use include:

### Essential Cookies

Required for basic website functionality, including:

- Session management and user authentication
- Security features and fraud prevention
- Load balancing and performance optimization

### Analytics Cookies

Used to understand how visitors interact with our website:

- Google Analytics for website traffic analysis
- Performance monitoring and optimization tools
- User behavior and engagement tracking

### Marketing Cookies

Used for marketing and advertising purposes:

- LinkedIn Insight Tag for campaign measurement
- Retargeting and personalization technologies

- Social media integration and sharing features

You can manage your cookie preferences through your browser settings or by using our cookie preference center when available.

## International Data Transfers

LedgerLink is based in the United States. If you are accessing our services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States and other countries where our service providers are located.

We ensure that international data transfers are protected by appropriate safeguards, including:

- Standard contractual clauses approved by relevant authorities
- Adequacy decisions by competent privacy authorities
- Other legally recognized transfer mechanisms

## Children's Privacy

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have collected personal information from a child under 18, we will take steps to delete such information promptly.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of material changes by:

- Posting the updated Privacy Policy on our website
- Sending email notifications to registered users
- Providing notice through our services or other appropriate channels

The "Last Updated" date at the top of this Privacy Policy indicates when the most recent changes were made.

## Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

### **LedgerLink**

Email: [privacy@ledgerlink.ai](mailto:privacy@ledgerlink.ai)

Website: [ledgerlink.ai](https://ledgerlink.ai)

Phone: [Your phone number]

Address: [Your business address]

**Data Protection Officer (if applicable):**

Email: [dpo@ledgerlink.ai](mailto:dpo@ledgerlink.ai)

We will respond to your inquiries within a reasonable timeframe and in accordance with applicable privacy laws.

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*This Privacy Policy is designed to comply with applicable privacy laws including GDPR, CCPA, and other relevant regulations. However, you should consult with legal counsel to ensure compliance with all applicable laws and regulations specific to your business operations.*