

PRIVACY POLICY

AVERROES CONSULTING SERVICES LLC

Effective Date: January 1, 2025

1. Introduction

Averroes Consulting Services LLC ("Averroes," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our AOHAT application, or interact with us through our various services.

2. Information We Collect

Personal Information

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

- Complete contact forms on our website (Contact Form 7 plugin)
- Use our live chat feature (HubSpot Chat/Chatbot)
- Schedule meetings through our HubSpot Meetings widget
- Subscribe to our services or request information
- Use our AOHAT (Organizational Health Assessment Tool) application
- Communicate with us via email or phone

This information may include:

Website Visitors (Marketing Site):

- Name, email address, phone number, company information
- Message content from contact forms
- Live chat transcripts and interaction data via HubSpot
- Meeting scheduling information and preferences

AOHAT Application Users:

- Organization name and contact details
- Role and professional information
- Structured assessment responses across operational and strategy dimensions
- We do not intentionally collect sensitive personal data

Automatically Collected Information

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

- IP address and location information
- Browser type and version information
- Device information and operating system
- Pages visited and time spent on our site
- Referring website information
- Usage patterns and application interaction data

Cookies and Tracking Technologies

We use cookies and similar tracking technologies including:

- Google Analytics 4 (GA4): Implemented via global site tag (gtag.js) for website analytics and user behavior tracking
- Google Tag Manager (GTM): For managing tracking scripts and marketing tags
- HubSpot Tracking: Including tracking code, meetings widget, and chat/chatbot functionality
- Essential Cookies: Required for website functionality and security

See our Cookie Policy for detailed information about our use of cookies and tracking technologies.

3. How We Use Your Information

We use the information we collect to:

- Provide and improve our services, including AOHAT assessments
- Respond to your inquiries through contact forms, live chat, and email
- Send you information about our products and services
- Analyze website and application usage to improve user experience
- Process organizational health assessments and provide strategic recommendations
- Manage client relationships and support services
- Schedule and conduct meetings and consultations
- Comply with legal obligations
- Protect our rights and prevent fraud

4. 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 operating our website and conducting our business, including:

- Agent Image: Website development and hosting (WordPress platform)
- Amazon Web Services (AWS): Cloud hosting and data storage for AOHAT application
- HubSpot: Live chat services, customer relationship management, meeting scheduling, and marketing automation
- Google: Analytics and tag management services (Google Analytics 4, Google Tag Manager)
- Microsoft 365/Exchange: Corporate email services (GoDaddy-managed tenant)
- Zoom/Microsoft Teams: Training and webinar platforms

Third-Party Links and Integrations

Our website contains links to third-party services, including:

- AOHAT Application: Our assessment tool hosted on AWS
- LinkedIn: Newsletter and social media integration (potential future social media wall plugin)
- Training platforms: Zoom, Microsoft Teams
- Other business partners and service providers

When you interact with these third-party services, you will be subject to their respective privacy policies. We encourage you to review their privacy practices.

Legal Requirements

We may disclose your information when required by law or to protect our rights, property, or safety, or that of others.

5. Data Security

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

- Encryption: Data encrypted in transit using TLS (Transport Layer Security)
- Storage Security: AOHAT data stored securely in our AWS environment with encryption at rest
- Access Controls: Role-based access controls to limit data access to authorized personnel only
- Infrastructure: Secure hosting environment with SSL certificates
- Regular Security Reviews: Ongoing assessment of security measures and protocols

6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Our standard data retention policies include:

- AOHAT Assessment Data: 24 months by default, configurable based on client engagement requirements
- Website Contact Information: Retained as long as necessary for business purposes or until you request deletion
- Live Chat Transcripts and HubSpot Data: Managed according to HubSpot's retention policies and our business needs
- Google Analytics Data: Subject to Google Analytics 4 data retention settings
- Email Communications: Retained in accordance with our business records retention policy

7. Your Rights

Depending on your location, you may have certain rights regarding your personal information, including:

- The right to access your personal information
- The right to correct or update your information
- The right to delete your information
- The right to restrict processing
- The right to data portability
- The right to withdraw consent where processing is based on consent
- The right to object to certain processing activities

To exercise these rights, please contact us using the information provided below.

8. International Transfers

Your information may be transferred to and processed in countries other than your own, including the United States where our servers are located. We ensure appropriate safeguards are in place to protect your information during such transfers.

9. 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.

10. Google Analytics and Tracking

We use Google Analytics 4 to understand how visitors interact with our website. This service:

- Tracks website usage patterns and user behavior
- Collects information about pages visited, time spent, and user interactions
- Is implemented through Google's global site tag (gtag.js)
- May use cookies to track user sessions across visits
- Is subject to Google's privacy policy and data processing terms

You can opt-out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on or through our cookie consent preferences.

11. 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 for other operational reasons. We will notify you of any material changes by posting the new Privacy Policy on our website and updating the effective date. We encourage you to review this Privacy Policy periodically.

12. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights, or have concerns about how we handle your personal information, please contact us at:

Averroes Consulting Services LLC

Email: [contact email]

Address: [address]

Phone: [phone number]

For specific questions about data processing or to exercise your data rights, you may also contact our data protection team at [data protection email].

This Privacy Policy was last updated on January 1, 2025.