

## Terms & Conditions

By accessing this website and/or booking a call via our Calendly link, you agree to be bound by the following terms and conditions:

- 1. Use of Service**

Our website offers information and services intended for potential clients. Booking a call through Calendly does not create a contractual relationship, but is intended to facilitate initial contact.

- 2. Accuracy of Information**

While we strive to provide accurate and up-to-date information, we make no warranties or representations about the completeness or accuracy of any content on this site.

- 3. Third-Party Services**

This site integrates third-party services such as Calendly and Meta (Facebook) tools. We are not responsible for the content, functionality, or data practices of these third parties.

- 4. Limitation of Liability**

We are not liable for any damages arising from your use of this site or your inability to access the content or schedule an appointment.

- 5. Changes to Terms**

We reserve the right to update these Terms & Conditions at any time. Continued use of the site constitutes your acceptance of any such changes.

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## Privacy Policy

Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your information.

- 1. Data Collection**

We may collect personal data such as your name, email address, and any other information you voluntarily submit through the Calendly booking form.

- 2. Tracking Technologies**

- We use **Meta Pixel** to measure the performance of our advertising campaigns.
- We use **Microsoft Clarity** to gain insights into user interactions on our website through session recordings and heatmaps.

These tools may collect information such as device type, browser, location (approximate), and how you interact with the page.

### **3. Purpose of Data Use**

We use your data to:

- Schedule and conduct calls
- Improve our website and services
- Analyze the effectiveness of our ads
- Understand user behavior for optimization purposes

### **4. Data Sharing**

Your information is not sold or shared with third parties, except as necessary to provide our services (e.g., Calendly, Meta, Clarity).

### **5. Your Rights**

You have the right to request access to or deletion of your personal data. Please contact us if you wish to exercise these rights.

### **6. Data Security**

We take reasonable precautions to protect your data, but cannot guarantee absolute security in digital transmission.

### **7. Updates**

We may update this Privacy Policy from time to time. Changes will be posted on this page.