

## Introduction

Welcome to the privacy policy of DigitalSky Consultants LLC ("DigitalSky"), which governs the collection, use, and disclosure of personal information gathered through our website, digitalskyc.com, and any other digital platforms such as applications and widgets that we own or control and that direct users to this statement (collectively referred to as the "Site"). This policy is applicable solely to information collected through the Site and does not extend to data that is gathered offline by DigitalSky unless explicitly stated otherwise in this or other policies. Additionally, this policy does not address the data handling practices related directly to client services. We urge you to thoroughly read and understand our practices as outlined in this Privacy Policy before engaging with our Site.

## Summary of Our Privacy Practices

This section succinctly highlights critical aspects of our data handling practices, though we encourage a thorough review of the detailed policy below to fully understand the extent of our data use and protection measures.

1. **Third-Party Data Collection and Use:** A variety of third-party entities, including advertising networks, data analytics providers, and digital advertising agencies, may collect information about your activities on our Site and other websites. These third parties utilize cookies, web beacons, and other tracking technologies to collect data that informs tailored content and enhances service delivery specific to your interests.
2. **Data Transfer and Storage:** The operational base of our Site is in the United States. By accessing the Site from outside the United States, you consent to the transfer, processing, and storage of your information within the United States, acknowledging that U.S. privacy laws may differ from those in your jurisdiction. DigitalSky maintains compliance with the U.S.-EU Privacy Shield Framework and the U.S.-Swiss Privacy Shield Framework as established by the U.S. Department of Commerce, which involves proper handling and protection of personal information from the European Union and Switzerland. More information can be found on the official Privacy Shield website.

## Detailed Information Collection

3. **Voluntarily Provided Information:** We collect personal information that you voluntarily provide when you use our Site, such as when you fill out contact forms, engage in online chat support, or participate in transactions. This includes, but is not

limited to, your name, email address, telephone number, and financial information necessary for processing payments. We also collect demographic information such as age, profession, and preferences, along with data from surveys and feedback mechanisms, all of which is used to enhance your experience and improve our services.

4. **Information from Third Parties:** Occasionally, we may receive information about you from third-party sources that help us to better understand our audience and refine our service offerings. This can include demographic data, online behavior patterns, or other information that complements the data we collect directly. When combined with the information collected on our Site, all data is governed under the terms of this Privacy Policy.
5. **Children's Privacy Protection:** Our Site is designed for a general audience and does not knowingly target or collect personal information from children under the age of 13. In the event that we discover the collection of children's personal information, immediate steps are taken to delete such data from our records.
6. **Automated Data Collection Methods:** Our Site employs various technologies to automatically collect information about your interactions and usage. This includes cookies that store data relevant to your preferences and history on the Site, web beacons that help track your navigation of the Site, and embedded scripts that gather detailed interactions such as clicks and engagement with content. This data helps us to tailor your user experience and improve the functionality of our services.

## **Utilization and Sharing of Collected Data**

DigitalSky utilizes the information collected to provide enhanced user experiences, improve service offerings, conduct market research, and deliver targeted marketing messages. We commit to not sharing your personal information with third parties for their marketing purposes without your explicit consent. However, we may share non-personal, aggregated, or anonymized data with partners or for public relations without such restrictions.

## **Modifications to the Privacy Policy**

We reserve the right to amend this Privacy Policy at any time to reflect changes in our practices or service offerings. Notifications of significant changes will be communicated through the Site or via email, ensuring you are always informed of how your information is being used.

## **California Privacy Rights**

Residents of California have specific rights under local legislation to request details about the sharing of their data with third parties for direct marketing purposes. If you wish to inquire or exercise these rights, please contact us using the details provided.

### **Contact Information**

Should you have any questions or concerns about this Privacy Policy or our data handling practices, please do not hesitate to contact us at [contact@digitalskyc.com](mailto:contact@digitalskyc.com). We are committed to transparently managing your data and ensuring its protection.