



Privacy Policy for Business-Oriented Programming

Effective Date: 12.06.2024

At **Business-Oriented Programming** ("we," "our," or "us"), we value your privacy and are committed to protecting your personal information. This Privacy Policy explains what data we collect, how we use it, and your rights regarding your information.

1. Information We Collect

We collect the following types of information:

1. **Personal Information:**
 - When you subscribe to our newsletter, we collect your email address and any optional details you choose to provide during the subscription process.
 2. **Usage Data:**
 - We use tracking technologies such as **Meta Pixel**, **Twitter Pixel**, and **Google Analytics** to collect non-personal data about your interactions with our website, including:
 - Pages viewed
 - Time spent on pages
 - Clicks and navigation paths
 - Device, browser, and operating system information
 - IP address and approximate geolocation
 3. **Cookies and Tracking Technologies:**
 - Cookies and similar technologies are used to improve your browsing experience and analyze site performance.
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2. How We Use Your Information

We use the information collected to:

- Provide and improve our blog content and user experience.
- Send newsletters and updates if you've subscribed.
- Analyze website traffic and usage patterns through tools like **Google Analytics**.

- Display personalized content using **Meta Pixel** and **Twitter Pixel**.
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3. Data Retention

- **Newsletter Subscribers:** We retain your email address until you unsubscribe from our newsletter.
 - **Usage Data:** Data collected through analytics tools is retained according to the policies of the respective third-party platforms.
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4. Sharing Your Information

We do not sell, rent, or share your personal information with third parties. However, we may share non-identifiable data with the following:

- **Analytics providers:** To monitor and analyze website performance (e.g., Google Analytics, Meta, and Twitter).

We ensure that these third-party services comply with global privacy standards, including **GDPR** and **CCPA**.

5. Your Rights

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

- **Access and correction:** Request access to the information we have about you or ask us to correct inaccuracies.
 - **Unsubscribe:** You can unsubscribe from our newsletter anytime by clicking the "Unsubscribe" link in the emails we send.
 - **Tracking Preferences:** You can adjust cookie preferences in your browser settings or block tracking through browser plugins.
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6. Cookies and Tracking

We use cookies to:

- Enhance your user experience on our website.
- Analyze site performance and optimize content.

You can manage your cookie preferences through your browser settings.

7. Security

We take reasonable steps to secure your personal information. However, no data transmission over the internet can be guaranteed to be 100% secure. Use our website at your own risk.

8. Compliance with Global Privacy Laws

We comply with global privacy standards, including:

- **GDPR** (General Data Protection Regulation): For visitors from the European Union, you have additional rights to access, correct, or delete your data.
 - **CCPA** (California Consumer Privacy Act): Visitors from California have similar rights to opt out of the collection or sale of their data (although we do not sell data).
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9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated "Effective Date."

10. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at: **alex@businessorientedprogramming.com**