

Aeris Privacy Policy

1. Who we are

We collect only the information we need to answer you, prepare your free AI snapshot, and provide the services you hire us for, and we never sell it.

This website is operated by Aeris Marketing & Web Solutions (“Aeris,” “we,” “us,” or “our”), based in Phoenix, Arizona. This Privacy Policy explains what personal information we collect through aerismarketingweb.com, how we use and share it, and the choices you have.

It covers visitors to our website, people who request a free AI snapshot or contact us, and prospective and current clients. How we handle information inside client projects is also covered by our Terms and Conditions and your Service Agreement.

2. Information we collect

We collect information you give us directly and limited technical information collected automatically when you visit our website.

Information you give us

- **Snapshot and contact forms:** your name, email address, business name, city or service area, phone number (optional), the service or plan you’re interested in, and anything you choose to tell us in your message.
- **Calls, texts, and emails:** your phone number, email address, and what you share with us when you call, text, or email.
- **Client onboarding and services:** your billing contact details, business information, logos, photos, service lists, account access you choose to grant, and other materials you send us to build or manage your website and marketing.
- **Payments:** payments are handled by our payment processor. We do not store full card or bank account numbers on our systems.

Information collected automatically

When you visit our website, our analytics and hosting tools may collect your IP address, browser and device type, approximate location (such as city), the pages you visit, how you arrived at our site, and how you interact with it. See Section 5 for details on cookies and analytics.

3. How we use your information

We use your information to respond to you, deliver what you asked for, and run our business responsibly. Specifically, we use it to:

- reply to your inquiry, usually within one business day;

- prepare and send your free AI snapshot and a plan recommendation;
- follow up about your request, which for snapshot requests means one follow-up unless you ask us to stay in touch;
- prepare proposals and Service Agreements, provide our services, and send service notices;
- process payments, keep billing records, and handle autopay;
- understand how visitors use our website so we can improve it;
- protect our website and clients from spam, fraud, and security threats;
- meet our legal, tax, and accounting obligations and enforce our agreements.

We don't sell your personal information, and we don't use it to build profiles that we share with others.

4. The free AI snapshot

To prepare your snapshot, we use only your public business details, never your personal contact information.

We type questions your customers might ask, using your business name, city, and type of service, into AI tools such as ChatGPT and Google's AI search. We review what those tools say about your business and send the results to the email address you gave us. We don't enter your email address, phone number, or other personal details into those tools.

Those AI tools are run by other companies under their own privacy policies. The snapshot is free and creates no obligation.

5. Cookies, analytics, and advertising

We use a small number of tools to understand how our website is used and, if we advertise, to measure whether our ads work.

- **Google Analytics:** uses cookies to measure visits, pages viewed, and how people reach our site. Google processes this data under its own privacy policy. You can opt out with Google's browser add-on at tools.google.com/dlpage/gaoptout.
- **Google Search Console:** shows us which Google searches bring people to our site. It does not identify individual visitors.
- **Advertising tools:** if we run ads on Google or Meta (Facebook and Instagram), we may use their tracking tools to measure results and show our ads to people who visited our site. You can manage ad settings in your Google and Meta accounts.
- **Essential cookies:** some cookies keep the website working and secure and can't be turned off.

You can block or delete cookies in your browser settings. Some parts of the site may not work as well if you do.

6. How we share information

We share personal information only with the service providers who help us run our business, and only as much as they need to do that work.

- **Service providers:** website hosting, email, form handling, analytics, payment processing, invoicing, e-signature, file storage, and the AI tools described in Section 4. They may use your information only to provide their services to us.
- **Platforms you ask us to work on:** when we manage your Google Business Profile, ads, or other accounts, we share the information needed to do that work on those platforms.
- **Legal reasons:** when required by law, court order, or to protect the rights, safety, or property of Aeris, our clients, or others.
- **Business transfer:** if Aeris is sold or merged, information may transfer to the new owner, who must continue to protect it under this policy.

We don't sell your personal information or share it for others' marketing.

7. Client information during services

When you hire us, we treat your business information, account access, and materials as confidential and use them only to provide your services.

Your website will collect information from your own visitors, for example through contact forms or analytics. You are responsible for your website's own privacy policy and for how you use your customers' information; we can help you set one up. We handle your visitors' information only on your behalf and only to build, host, maintain, and measure your website and marketing.

Our Terms and Conditions and your Service Agreement cover account access, confidentiality, and what happens to your information when our services end.

8. How long we keep information

We keep personal information only as long as we need it for the reason we collected it.

- **Inquiries and snapshot requests that don't become clients:** up to 2 years, so we have context if you contact us again, unless you ask us to delete it sooner.
- **Client records:** for as long as you are a client, then as long as needed for tax, accounting, and legal purposes, typically up to 7 years.
- **Analytics data:** according to our Google Analytics retention setting, which keeps detailed data for no more than 14 months.

When we no longer need information, we delete it or make it anonymous.

9. How we protect information

We use reasonable safeguards to protect your information, including encrypted (HTTPS) connections on our website, access limited to the people who need it, secure password practices, and reputable service providers. Client account access is stored securely and used only for the work you approved.

No website or online service is completely secure. If we learn of a security incident that affects your personal information, we will notify you as required by law.

10. Your choices and rights

You can ask us at any time to see, correct, or delete the personal information we hold about you, and we will respond within 30 days.

- **Access, correction, and deletion:** email contact@aerismarketingweb.com. We may need to confirm your identity first, and we may keep information we are legally required to keep, such as billing records.
- **Emails:** every marketing email we send includes a way to unsubscribe. Service and billing messages to clients continue while you are a client.
- **Texts:** we text you only when you have given us your number and asked us to contact you, or when you are a client. Reply STOP to stop receiving texts.
- **Cookies and ads:** see Section 5.

Depending on where you live, you may have additional privacy rights under your state's law. Contact us and we will honor the rights that apply to you. We will never treat you differently for exercising them.

11. Children's privacy

Our website and services are for businesses and are not directed to children under 13. We do not knowingly collect personal information from children. If you believe a child has sent us information, contact us and we will delete it.

12. Changes to this policy

We may update this Privacy Policy when our practices or the law change. We will post the new version on this page with a new effective date. If we make a significant change to how we use personal information, we will tell clients directly before it takes effect.

13. Contact us

Questions or requests about your privacy go to:

Aeris Marketing & Web Solutions · Phoenix, Arizona contact@aerismarketingweb.com · +1 (480) 359-9511 (phone and text) <https://aerismarketingweb.com/>