

Privacy Policy

Summary

This Privacy Policy explains how PrimoRoute collects, uses, and safeguards personal data when you use our website and services.

Information We Collect

- Personal information you provide directly (e.g., name, email address, phone number, payment details)
- Information collected automatically via cookies, analytics tools, and server logs (e.g., IP address, browser type, pages visited, usage patterns)

How We Use Your Information — We use your information to:

- Provide and improve our services
- Process transactions and communicate with you
- Personalize your experience on our platform
- Analyze website usage and improve functionality
- Send marketing communications if you have opted in

Sharing Your Information — We share data only as described below:

- We do not sell or rent your personal data to third parties.
- We may share information with trusted partners who help us operate the website, deliver services, or conduct analytics, provided they comply with data protection regulations.
- We may also disclose information if required by law or to protect our rights and safety.

Cookies and Tracking — We use cookies and similar technologies to enhance your experience, analyze usage, and support marketing where applicable. You can manage your cookie preferences at any time.

Data Retention — We retain personal data only as long as necessary to provide services, comply with legal obligations, resolve disputes, and enforce agreements.

Your Rights — Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Request corrections or deletions of your data
- Object to or restrict certain processing
- Withdraw consent at any time
- Lodge a complaint with a data protection authority

Security — We apply appropriate technical and organizational measures to protect personal data against unauthorized access, loss, or misuse.

Third-Party Links — Our website may contain links to third-party sites. We are not responsible for their privacy practices; please review their policies.

Changes to This Policy — We may update this Privacy Policy from time to time. Changes will be posted with an updated effective date.