

Privacy Policy

Effective Date: March 4, 2026

Last Updated: March 4, 2026

Introduction

Welcome to Locally HQ ("we," "us," or "our"). We are committed to protecting your privacy and being transparent about how we collect, use, and safeguard your personal information. This Privacy Policy explains our practices regarding data collection and use when you visit our website, use our services, or communicate with us.

Locally HQ provides reputation management and customer reactivation services to local home service businesses. Our services include review campaign management, SMS and email marketing automation, and customer engagement solutions powered by GoHighLevel.

By using our website or services, you agree to the terms of this Privacy Policy. If you do not agree with our practices, please do not use our services.

Contact Information

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

Locally HQ

Email: chaney@locallyhq.com

Location: Edwards, Colorado, United States

Information We Collect

We collect several types of information to provide and improve our services:

Information You Provide Directly

- **Contact Information:** Name, business name, email address, phone number, business address
- **Business Information:** Industry, service offerings, business size, website URL
- **Account Credentials:** Username and password for our service platform
- **Payment Information:** Billing address and payment details (processed securely through third-party payment processors)
- **Communications:** Any information you provide when contacting us via email, phone, or contact forms

Information We Collect Automatically

When you visit our website or use our services, we automatically collect:

- **Device Information:** IP address, browser type, operating system, device identifiers

- **Usage Data:** Pages visited, time spent on pages, links clicked, referring website
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance your experience (see Cookies section below)

Information from Third Parties

We may receive information from:

- **GoHighLevel:** Our service platform provider for CRM and automation tools
- **Google Business Profile:** Public business information and review data for our clients
- **Payment Processors:** Transaction confirmation and billing information
- **Social Media Platforms:** If you connect or interact with us through Facebook or other platforms

How We Use Your Information

We use the information we collect for the following purposes:

Service Delivery

- Setting up and managing reputation management campaigns
- Sending SMS and email messages on behalf of our clients to their customers
- Managing review requests and customer reactivation workflows
- Providing customer support and responding to inquiries
- Processing payments and maintaining billing records

Business Operations

- Improving our services and developing new features
- Analyzing usage patterns and service performance
- Conducting market research and gathering feedback
- Maintaining security and preventing fraud
- Complying with legal obligations and enforcing our terms

Marketing and Communications

- Sending service updates, newsletters, and promotional materials (with your consent)
- Providing information about new features or services
- Responding to your requests and communications

You may opt out of marketing communications at any time by clicking the unsubscribe link in our emails or contacting us directly.

Legal Basis for Processing (GDPR)

If you are located in the European Economic Area (EEA), we process your personal information based on:

- **Contract Performance:** Processing necessary to provide our services to you
- **Legitimate Interests:** Operating our business, improving services, and marketing (where not overridden by your rights)
- **Legal Compliance:** Meeting legal and regulatory requirements
- **Consent:** Where you have explicitly consented to specific processing activities

SMS and Email Marketing Compliance

Our services involve sending SMS and email messages on behalf of our clients. We comply with:

- The Telephone Consumer Protection Act (TCPA)
- CAN-SPAM Act
- CTIA Text Messaging Guidelines
- Cellular Telecommunications Industry Association (CTIA) guidelines

SMS Marketing Practices

- We only send SMS messages to individuals who have provided express written consent
- All SMS messages include clear identification of the sender
- Recipients can opt out at any time by replying "STOP" or similar keywords
- We honor opt-out requests immediately and maintain do-not-contact lists
- Message frequency varies based on campaign settings
- Standard message and data rates may apply for recipients

Email Marketing Practices

- We include accurate sender information in all emails
- All marketing emails contain a clear unsubscribe mechanism
- We process unsubscribe requests within 10 business days
- We do not use deceptive subject lines or misleading header information

How We Share Your Information

We do not sell your personal information to third parties. We may share your information in the following circumstances:

Service Providers

We share information with trusted third-party service providers who assist us in operating our business:

- **GoHighLevel:** Our CRM and automation platform provider
- **Payment Processors:** For secure payment processing (we do not store full credit card information)
- **Email Service Providers:** For sending transactional and marketing emails
- **SMS Gateway Providers:** For delivering text messages
- **Web Hosting and Infrastructure:** For hosting our website and services
- **Analytics Providers:** For understanding website usage and service performance

These service providers are contractually obligated to protect your information and use it only for the purposes we specify.

Business Transfers

If Locally HQ is involved in a merger, acquisition, or sale of assets, your information may be transferred to the acquiring entity. We will notify you of any such change and any choices you may have.

Legal Requirements

We may disclose your information when required by law or in response to:

- Valid legal processes (subpoenas, court orders, government requests)
- Enforcement of our terms of service or policies
- Protection of our rights, property, or safety, or that of our users or the public
- Detection and prevention of fraud or security issues

Data Security

We implement appropriate technical and organizational measures to protect your personal information:

- Encryption of data in transit using SSL/TLS protocols
- Secure access controls and authentication measures
- Regular security assessments and updates
- Limited access to personal information on a need-to-know basis
- Secure data storage with reputable cloud service providers

However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

- **Active Client Data:** Retained for the duration of your service agreement plus a reasonable period afterward
- **Contact Information:** Retained until you request deletion or opt out
- **Financial Records:** Retained for 7 years for tax and accounting purposes
- **Marketing Data:** Retained until you unsubscribe or request deletion

When we no longer need your information, we securely delete or anonymize it.

Your Privacy Rights

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

General Rights

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request correction of inaccurate or incomplete information
- **Deletion:** Request deletion of your personal information (subject to legal obligations)
- **Objection:** Object to our processing of your personal information
- **Restriction:** Request restriction of processing in certain circumstances
- **Data Portability:** Receive your information in a structured, machine-readable format
- **Withdraw Consent:** Withdraw consent for processing based on consent (without affecting prior processing)

California Residents (CCPA/CPRA)

If you are a California resident, you have additional rights:

- Right to know what personal information we collect, use, disclose, and sell
- Right to delete personal information (subject to exceptions)
- Right to opt out of the sale or sharing of personal information (we do not sell personal information)
- Right to non-discrimination for exercising your privacy rights
- Right to correct inaccurate personal information
- Right to limit use of sensitive personal information

European Residents (GDPR)

If you are located in the EEA or UK, you have additional rights under GDPR:

- Right to lodge a complaint with your local supervisory authority

- Right to withdraw consent at any time
- Right to object to processing based on legitimate interests
- Right to data portability

Exercising Your Rights

To exercise any of these rights, please contact us at [your-email@locallyhq.com]. We will respond to your request within 30 days (or as required by applicable law). We may need to verify your identity before processing your request.

Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website.

Types of Cookies We Use

- **Essential Cookies:** Necessary for the website to function properly
- **Performance Cookies:** Help us understand how visitors use our site
- **Functional Cookies:** Remember your preferences and settings
- **Marketing Cookies:** Track your browsing to deliver relevant advertisements

Managing Cookies

Most web browsers allow you to control cookies through settings. You can:

- Block all cookies
- Accept only certain cookies
- Delete cookies after your browsing session
- Receive notifications when cookies are set

Note that blocking certain cookies may affect website functionality and your user experience.

Third-Party Cookies

We may use third-party services (such as Google Analytics, Facebook Pixel) that set cookies on your device. These third parties have their own privacy policies governing their use of information.

Children's Privacy

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 18, we will delete that information promptly. If you believe we have collected information from a child, please contact us immediately.

Links to Third-Party Websites

Our website may contain links to third-party websites, including social media platforms and partner services. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party websites you visit.

International Data Transfers

If you are located outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers and service providers are located. The United States may have data protection laws that differ from those in your country.

By using our services, you consent to the transfer of your information to the United States. We take steps to ensure that your information receives adequate protection in accordance with applicable data protection laws.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make changes:

- We will update the "Last Updated" date at the top of this policy
- For material changes, we will provide notice through email or a prominent notice on our website
- We encourage you to review this policy periodically to stay informed about our data practices

Your continued use of our services after changes are posted constitutes your acceptance of the updated Privacy Policy.

California "Shine the Light" Law

California residents may request information about our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at [your-email@locallyhq.com].

Do Not Track Signals

Some browsers have "Do Not Track" features that allow you to tell websites not to track you. Currently, there is no standard for how websites should respond to these signals. We do not currently respond to Do Not Track signals.

Your Consent

By using our website or services, you consent to the collection and use of information as described in this Privacy Policy.

Questions and Complaints

If you have questions, concerns, or complaints about this Privacy Policy or our data practices, please contact us:

Locally HQ

Email: chaney@locallyhq.com

Location: Edwards, Colorado, United States

We will investigate and attempt to resolve complaints and disputes in accordance with the principles described in this Privacy Policy.

If you are a European resident and are dissatisfied with our response, you have the right to lodge a complaint with your local data protection authority.

Note: This Privacy Policy is designed to comply with current US privacy laws including TCPA, CAN-SPAM, CCPA/CPRA, and GDPR requirements. However, it should be reviewed by a qualified attorney to ensure full compliance with all applicable laws and regulations specific to your business operations.