

# Privacy Policy for Breakawai

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Effective Date: 21. May 2025

Breakawai ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you interact with our website, services, and marketing initiatives, including our use of LinkedIn Lead Gen Forms.

## 1. Information We Collect

We may collect the following types of information:

- Personal Information: Name, email address, phone number, company name, job title, and other contact details.
- Professional Information: Industry, company size, and other business-related details.
- Technical Information: IP address, browser type, operating system, and browsing behavior on our website.
- LinkedIn Lead Gen Forms: Information you provide when submitting forms through LinkedIn, which may include pre-filled data from your LinkedIn profile.

## 2. How We Use Your Information

We use the collected information to:

- Respond to your inquiries and provide requested information.
- Send you marketing communications, newsletters, and promotional materials.
- Improve our website, services, and user experience.
- Analyze the effectiveness of our marketing campaigns.
- Comply with legal obligations and enforce our terms and conditions.

### **3. Sharing Your Information**

We do not sell your personal information. We may share your information with:

- Service Providers: Third-party vendors who assist us in operating our website and conducting our business.
- Legal Requirements: When required by law or to protect our rights and safety.
- Business Transfers: In the event of a merger, acquisition, or sale of assets.

### **4. Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance user experience, analyze website traffic, and for marketing purposes. You can manage your cookie preferences through your browser settings.

### **5. Data Security**

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

### **6. Your Rights**

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

- Access the personal information we hold about you.
- Request correction or deletion of your personal information.
- Object to or restrict the processing of your personal information.
- Withdraw consent at any time, where processing is based on consent.
- Lodge a complaint with a supervisory authority.

To exercise your rights, please contact us at [lb@breakawai.com](mailto:lb@breakawai.com).

## **7. LinkedIn Lead Gen Forms**

When you submit your information through our LinkedIn Lead Gen Forms, we collect the data provided to:

- Contact you regarding our services and offerings.
- Send you relevant marketing communications.
- Analyze the effectiveness of our LinkedIn marketing campaigns.

Your information collected via LinkedIn is subject to this Privacy Policy.

## **8. International Data Transfers**

Your personal information may be transferred to and processed in countries outside of your jurisdiction, including countries that may not have the same data protection laws as your country. We ensure appropriate safeguards are in place to protect your information.

## **9. Retention of Information**

We retain your personal information only 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.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated "Effective Date" and will be effective as soon as it is accessible. We encourage you to review this Privacy Policy periodically.

## **11. Contact Us**

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

**Breakawai**

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