

Privacy Policy

Last Updated: June 29, 2026

The short version

- We collect the contact and business details you give us through our forms, plus standard analytics about how you use our site.
- We use that information to respond to inquiries, deliver our services, improve the site, and (with your consent) send marketing.
- We do not sell your personal information, and we do not share it for cross-context behavioral advertising.
- You can ask us to access, correct, delete, or stop using your information at any time by emailing legal@triadsearchmarketing.com.
- See also our Cookie Policy and Terms of Service.

1. Who We Are & Scope

This Privacy Policy describes how Triad Search Marketing ("TSM", "we", "us", or "our"), based in Greensboro, North Carolina, collects and handles personal information through triadsearchmarketing.com, our marketing pages, client portal, intake forms, interactive tools (such as the ROI calculator), and email communications (collectively, the "Services").

This policy applies to information about website visitors, prospects, and our clients' authorized contacts. It does not apply to data we process on behalf of our clients in the course of delivering services — that data is governed by the applicable Master Services Agreement, Statement of Work, or Data Processing Addendum (see Section 9).

2. Information We Collect

2.1 Information you provide

- Identifiers: name, business name, title, email, phone, website URL.
- Inquiry details: budget range, services of interest, free-text messages, audit submissions, calculator inputs.
- Client onboarding details: billing contact, billing address, and (for clients who choose to provide them) payment authorization details captured on our authorization form.
- Account credentials when you use our client portal.
- Any other information you choose to send us by email or through scheduled calls.

2.2 Information collected automatically

- Device and connection data: IP address, user agent, browser, operating system, referring URL, approximate location derived from IP.
- Usage data: pages viewed, links clicked, scroll depth, time on page, form starts and abandonments, exit-intent triggers, ROI calculator events, landing-page conversion events.
- Cookies, local storage, and similar technologies. See our Cookie Policy for the categories used and how to manage them.

2.3 Information from third parties

We may receive limited information from analytics providers, advertising platforms (such as Google or Meta when you arrive via an ad), or publicly available business sources to enrich an inquiry (for example, confirming a company website).

3. How We Use Information

- Respond to inquiries, schedule calls, and provide proposals and audits.
- Deliver, support, and improve our Services and the website.
- Send transactional messages (proposals, contracts, invoices, scheduling, account/security notices).
- Send marketing communications where you have opted in, with an unsubscribe option in every message.
- Measure marketing performance, attribute conversions, and optimize landing pages.
- Detect, investigate, and prevent fraud, abuse, or security incidents.
- Comply with legal obligations and enforce our agreements.

4. Legal Bases (Plain English)

We process personal information when we have a legitimate business reason to do so, when we need it to take steps at your request or perform a contract with you, when we have your consent (such as for marketing email or non-essential cookies), or when we have a legal obligation. You can withdraw consent at any time without affecting the lawfulness of prior processing.

5. How We Share Information

We share personal information only as described below. We do not sell personal information, and we do not share it for cross-context behavioral advertising.

- Service providers / subprocessors that help us run the business under contract and confidentiality obligations, including:

Backend hosting, database, authentication, storage, and serverless functions (Lovable Cloud, powered by Supabase).

- Transactional and marketing email delivery (Resend).
- CDN, DNS, and edge security (Cloudflare).
- Web and conversion analytics, ad measurement, and scheduling tools we may add from time to time and disclose in our Cookie Policy.
- Professional advisors (accountants, lawyers, insurers) under confidentiality.
- Legal, safety, and compliance when reasonably necessary to comply with law, respond to lawful requests, enforce our agreements, or protect rights, property, or safety.
- Business transfers in connection with a merger, acquisition, financing, or sale of assets, subject to this policy.
- With your direction or consent (for example, when you ask us to introduce you to a partner).

6. Cookies & Tracking Technologies

We and our analytics partners use cookies, local storage, pixels, and similar technologies to operate the site, remember preferences, measure performance, and improve our marketing. Strictly necessary technologies are always on. You can manage non-essential cookies through your browser settings and any on-site preference controls we offer. Details are in our Cookie Policy.

7. Marketing Email & SMS

Marketing emails include sender identification and an unsubscribe link in line with the CAN-SPAM Act. You can opt out of marketing email at any time by clicking unsubscribe or emailing us; transactional messages tied to an active engagement (e.g., contract delivery, invoicing) will continue.

If you provide a phone number, we may use it to follow up on your inquiry by call or text. We do not enroll you in recurring marketing SMS campaigns without your prior express written consent. Where SMS is used, message and data rates may apply, reply STOP to opt out, and reply HELP for help. Consent to receive messages is not a condition of purchase.

8. Sensitive Information & Automated Processing

We do not intentionally collect Social Security numbers, government IDs, precise geolocation, health, biometric, or children's information through our public website. Please do not send us this information through forms or email.

We may use AI-assisted tools to help draft responses, summarize inquiries, and analyze marketing performance. We do not use these tools to make decisions that produce legal or similarly significant effects about you without human review.

9. Client Data We Process on Behalf of Clients

When we deliver services to a client (for example, managing ads, CRM workflows, SEO, or analytics), we may access or process personal information that belongs to that client or its end users. In those cases we act as a service provider or processor on behalf of the client. The client's own privacy notice and our agreement with the client govern that processing; this Privacy Policy does not apply to it. Requests from a client's end users should be directed to that client; we will assist the client in responding as required by law.

10. Data Retention

We keep personal information only as long as we need it for the purposes described in this policy, plus a reasonable period to meet legal, accounting, and dispute-resolution obligations. Typical retention periods:

- Lead and inquiry records: up to 24 months from last contact, unless you become a client.
- Client records, contracts, invoices, and billing authorizations: for the duration of the engagement plus 7 years for tax, accounting, and limitations-period purposes.
- Marketing list entries: until you unsubscribe, plus a suppression record so we honor your choice.
- Aggregated or de-identified analytics: may be retained indefinitely.
- Server, security, and access logs: typically 30 to 365 days.

11. Data Security & Breach Notification

We use administrative, technical, and organizational safeguards designed to protect personal information, including

row-level access controls in our database, encryption in transit (HTTPS/TLS), least-privilege access for staff, edge security via our CDN, and segregation of production data. No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

If a security incident affects personal information of North Carolina residents, we will notify affected individuals and, where applicable, the North Carolina Attorney General without unreasonable delay, consistent with the North Carolina Identity Theft Protection Act (N.C.G.S. § 75-65) and other applicable laws.

12. Where Information Is Processed

We operate from the United States, and our systems and subprocessors process personal information primarily in the United States. Some subprocessors may process information in other countries. Where required, we rely on appropriate safeguards (such as contractual protections) for cross-border transfers.

13. Your Privacy Rights

Depending on where you live, you may have the right to:

- Know what personal information we hold about you and request a copy.
- Correct inaccurate information.
- Request deletion of your personal information.
- Receive a portable copy in a commonly used format.
- Opt out of marketing communications and of any "sale" or "sharing" of personal information (we do not sell or share, but you have the right regardless).
- Limit the use of sensitive personal information (we do not knowingly collect any).
- Not be subject to unlawful discrimination for exercising these rights.

Residents of Virginia, Colorado, Connecticut, and certain other states also have the right to appeal a denial of a rights request. To submit an appeal, reply to our response email within 30 days; we will respond within the timeframe required by your state's law.

How to submit a request: email legal@triadsearchmarketing.com with the subject line "Privacy Request" and tell us which right you want to exercise. We will verify your identity using information already in our records (for example, confirming you control the email address used in prior communications). We will respond within 45 days, with one 45-day extension if reasonably needed. You may also authorize an agent to submit a request on your behalf with reasonable proof of authorization.

14. Children's Privacy

Our Services are intended for businesses and are not directed to children under 16. We do not knowingly collect personal information from children under 16. If you believe a child has provided us personal information, please contact us so we can delete it.

15. Third-Party Links

Our site may link to third-party websites, tools, or platforms that we do not control. This Privacy Policy does not apply to those sites. Please review their privacy policies before providing personal information.

16. Changes to This Policy

We may update this Privacy Policy from time to time and will revise the "Last Updated" date above for any change.

For material changes — such as new categories of personal information collected, new purposes of use, new categories of recipients, materially longer retention, or a change in your privacy rights or how to exercise them — we will provide additional notice at least thirty (30) days before the change takes effect by (i) posting a prominent notice on this site and (ii) emailing the primary contact on file for active clients and subscribers to our marketing list. We will not apply materially different practices to personal information we previously collected without your consent where required by applicable law.

17. Contact Us

Questions, requests, or concerns about this Privacy Policy:

Triad Search Marketing

Greensboro, NC

Email: legal@triadsearchmarketing.com