

# Privacy Policy for Desperado Sales Group B2B Sales Community

Last Updated: November 3, 2024

This Privacy Policy describes how Cache Flow Enterprise Inc. ("we", "us", or "our") collects, uses, and shares personal information in connection with the Desperado Sales Group B2B Sales Community subscription service (the "Service").

## 1. Information We Collect

We collect the following types of information when you use our Service:

### 1.1 Information You Provide

- Account information: When you register for an account, we collect your name, email address, company name, job title, and password<sup>1</sup>.
- Billing information: To process payments, we collect payment card details or bank account information<sup>1</sup>.
- Profile information: You may choose to provide additional information in your user profile, such as a biography, profile photo, or social media handles.
- Communications: We collect information you provide when you contact our support team or communicate with other users through the Service.

### 1.2 Information We Collect Automatically

When you use our Service, we automatically collect certain information, including:

- Usage data: We log your interactions with the Service, including pages visited, features used, and time spent on the platform<sup>1</sup>.
- Device information: We collect information about the devices you use to access the Service, including IP address, browser type, operating system, and mobile device identifiers<sup>1</sup>.
- Cookies and similar technologies: We use cookies and similar tracking technologies to collect information about your browsing behavior and preferences<sup>1</sup>.

## 2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, maintain, and improve the Service
- To process payments and manage your subscription
- To communicate with you about your account and the Service
- To personalize your experience and provide tailored content and recommendations
- To analyze usage patterns and optimize the Service's performance
- To protect the security and integrity of the Service
- To comply with legal obligations and enforce our terms of service<sup>1</sup>

### 3. How We Share Your Information

We may share your information in the following circumstances:

- With service providers: We share information with third-party vendors who help us operate the Service, process payments, and provide customer support<sup>3</sup>.
- With other users: Some information, such as your profile details, may be visible to other users of the Service.
- For legal reasons: We may disclose information if required by law or to protect our rights, property, or safety<sup>3</sup>.
- Business transfers: If we are involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction<sup>3</sup>.

We will not sell your personal information to third parties<sup>2</sup>.

### 4. Data Retention

We retain your personal information for as long as your account is active or as needed to provide the Service. We may retain certain information for legitimate business purposes or as required by law<sup>2</sup>.

### 5. Security

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, or destruction<sup>4</sup>. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

### 6. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, including:

- Access and correction: You can access and update your account information through your account settings.
- Deletion: You may request deletion of your personal information, subject to certain exceptions.
- Opt-out: You can opt-out of marketing communications by following the unsubscribe instructions in our emails.

To exercise these rights or for any privacy-related inquiries, please contact us using the information provided in the "Contact Us" section below.

## 7. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page and updating the "Last Updated" date<sup>1</sup>.

## 8. Contact Us

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

Desperado Sales Group

c/o Cache Flow Enterprise Inc.

Email: [cacheflowenterprise@gmail.com](mailto:cacheflowenterprise@gmail.com)

By using the Service, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and disclosure of your information as described herein.