

Effective Date: 2026-05-06

THE GRIFFINFLY WEBSITE PRIVACY POLICY

(Revised for US, UK, and EU Compliance)

Important Notice: This revised policy is provided for informational purposes only and is not legal advice. Final review by qualified legal counsel is recommended before publication.

The Griffinfly
5 Brayford Square
London, E1 0SG, United Kingdom

Email: thegriffinfly@devimpactglobal.com
Website: www.thegriffinfly.com/

1. INTRODUCTION

This Privacy Policy explains how The Griffinly ("The Griffinly," "we," "our," or "us") collects, uses, shares, stores, and protects personal information obtained through our website and related online services (collectively, the "Services"). This policy is intended to comply with applicable privacy and data protection laws in the United States, the United Kingdom, and the European Union, including the UK GDPR, EU GDPR, the California Consumer Privacy Act (CCPA/CPRA), and other applicable laws.

2. INFORMATION WE COLLECT

We may collect the following categories of personal information:

- Identifiers such as your name, email address, telephone number, company name, and postal address.
- Professional or commercial information related to your business inquiries.
- Communications and correspondence you submit through contact forms, email, or other communications.
- Technical information including IP address, browser type, device information, operating system, referring URLs, and website usage data.
- Cookies and tracking technologies data as described in the Cookies section below.
keting and communications preferences.

3. HOW WE COLLECT INFORMATION

We collect personal information directly from you when you submit forms, contact us, register for events, subscribe to communications, or otherwise interact with the Services. We also collect information automatically through cookies, analytics tools, and similar technologies.

4. LEGAL BASES FOR PROCESSING (EU/UK USERS)

Where required by applicable law, we process personal information under one or more of the following legal bases:

- Your consent;
- Performance of a contract;
- Compliance with legal obligations;
- Our legitimate business interests, provided such interests are not overridden by your rights and freedoms.

5. HOW WE USE YOUR INFORMATION

We may use personal information for the following purposes:

- To respond to inquiries and provide requested information, products, or services;
- To communicate with you regarding our business activities, products, services, and events;
- To personalize and improve user experience;
- To analyze usage and improve website functionality and security;
- To comply with legal obligations and enforce our legal rights;
- To prevent fraud, unauthorized access, and misuse of the Services;
- To conduct internal analytics, auditing, and reporting.

6. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar technologies to operate the Services, improve functionality, analyze website traffic, and support marketing efforts. Depending on your jurisdiction, you may be presented with a cookie consent banner allowing you to accept or reject non-essential cookies. You may also control cookies through your browser settings.

7. SHARING OF INFORMATION

We may share personal information:

- With affiliates and subsidiaries;
- With third-party service providers performing services on our behalf;
- With legal or regulatory authorities when required by law or to protect rights, security, or property;
- In connection with mergers, acquisitions, financing, or sale of assets;
- With your consent or at your direction.

We do not sell personal information in exchange for monetary consideration. If applicable law defines certain data sharing for advertising purposes as a “sale” or “sharing,” users may exercise applicable opt-out rights.

8. INTERNATIONAL DATA TRANSFERS

Your information may be transferred to and processed in countries outside your jurisdiction, including countries that may not provide the same level of data protection as your home country. Where required by law, we implement appropriate safeguards for international data transfers, including Standard Contractual Clauses or equivalent safeguards.

9. DATA RETENTION

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce agreements.

10. YOUR PRIVACY RIGHTS

Depending on your location and applicable law, you may have the right to:

- Access personal information we hold about you;
- Request correction of inaccurate information;
- Request deletion of personal information;
- Object to or restrict certain processing activities;
- Withdraw consent where processing is based on consent;
- Request data portability;
- Opt out of certain marketing communications;
- Opt out of targeted advertising or profiling where applicable.

To exercise these rights, please contact us using the information provided below. We may verify your identity before responding to requests.

11. CALIFORNIA PRIVACY RIGHTS

California residents may have additional rights under the California Consumer Privacy Act (CCPA/CPRA), including the right to know, delete, correct, and limit the use of certain sensitive personal information. California residents also have the right not to be discriminated against for exercising privacy rights.

12. SECURITY

The Griffinly implements reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. However, no internet-based service can be guaranteed to be completely secure.

13. CHILDREN'S PRIVACY

The Services are not directed to children under the age of 16, and The Griffinly does not knowingly collect personal information from children under 16 without appropriate parental consent where required by law. If we become aware that we have collected information from a child in violation of applicable law, we will take steps to delete such information.

14. THIRD-PARTY WEBSITES

The Services may contain links to third-party websites or services. The Griffinly is not responsible for the privacy practices or content of third-party websites.

15. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect legal, technical, or business changes. When we make material changes, we will update the effective date and provide notice where required by law.

16. CONTACT INFORMATION

If you have questions regarding this Privacy Policy or wish to exercise your privacy rights, please contact:

The Griffinly
5 Brayford Square
London, E1 0SG, United Kingdom

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Website: www.thegriffinly.com/

For EU/UK users, if required by law, The Griffinly may designate an EU or UK representative and/or Data Protection Officer (DPO).