
BCAppCo - Privacy Policy

Disclaimer

The information on this website is compiled and made available by BCAppCo, LLC. We make no warranty as to the information's accuracy, reliability, or completeness. We are not responsible for errors, omissions, or results obtained from the information. Distribution of the information does not constitute such a warranty. Use of the information is the sole responsibility of the user.

Privacy Policy

We are committed to ensuring that individuals who use www.bcappco.com (the "Website") understand how the Website collects data and the specific kinds of data it may collect, share, and disclose. We are further committed to fully disclosing precisely what we use your data for after we collect it.

Consent to Tracking Tools, Cookies, Data Collection, and Disclosures

Using the Website, you consent to our collecting and using your information as specified here. We will post changes on this page if we change our Privacy Policy. Please review this page frequently to stay updated about the information we collect, how we use it, and under what circumstances we disclose it.

What Information We Collect and Why We Collect It

Below, you will find information about the tools we use on the Website to collect data, the specific kinds of data we collect, and why we collect it from you.

The Website may use various site trackers, including Google Analytics, Meta Pixel, Conversion API, LinkedIn Pixel, TikTok Pixel, Microsoft Clarity, and from time to time, other tracking pixels (collectively "Tracking Pixels") to track your interactions with the Website. Tracking Pixels record data about you such as your geographical location, device, internet browser, operating system, external referrer sources, IP address, and information regarding your navigation through the Website, including a complete journey.

The Tracking Pixels also make use of cookies. Cookies are a form of technology usually consisting of small text that can be stored on or accessed on a user's computer, mobile device, or other electronic devices. Cookies may be used for several purposes, such as remembering the choices or preferences of a user on a website, supporting user login, or analyzing traffic to a website. Other technologies may also be used for similar purposes, including data stored on web browsers or devices, identifiers associated with a device, and other software. You have options to turn off cookies on your internet browser, and browser extensions are available that

will automatically prevent certain cookies from tracking your use of the Website. To learn more about cookie-blocking options, visit the Google advertising opt-out page (<https://policies.google.com/technologies/ads>). Alternatively, you may see other third-party vendor websites if you want to opt out of their advertising services. Please be aware that blocking certain cookies will not prevent all tracking or recording on the Website. Even after blocking certain cookies, use of the Website still indicates your consent to our collection, and in some cases disclosure, of your data.

We may collect, record, and disclose your geographical location, device, internet browser, operating system, and IP address. Tracking Pixels, like the ones we may use on the Website, collect data about your geographic location, device, internet browser, operating system, and IP address. It may also collect other identifiers, such as your unique Facebook user number ("FID"). In other words, third parties, like Meta, may receive information from which they can know you were on the Website.

We may collect, record, and disclose referral source data. Tracking Pixels, like the ones we may use on the Website, collect referral source data. A referral is a webpage that sends visitors to another site using a link. If you are on a third-party website and click a hyperlink to one of the Website's pages, or if you click on a hyperlink directing you to a third-party website, data about where your visit originated may be shared. We cannot, and do not, control or make any representations about the privacy settings of third-party websites. Therefore, navigation to these sites is at your own risk.

We may collect, record, and disclose information regarding your navigation through the Website. Tracking Pixels may track and record certain communications with the Website. Website communications include Requests (HTTP or HTTPS) and Responses (HTTP or HTTPS). Any browsing session may consist of thousands of individual HTTP Requests, HTTP Responses, and corresponding cookies. An HTTP Request is an electronic communication sent to the website's server. An HTTP Response is sent as a reply to the website visitor's device's web browser from the host server. HTTP Responses may consist of a web page, another kind of file, text information, or error codes, among other data. When Tracking Pixels is enabled on the Website, your website communications, such as the pages you view, items you click, and searches you submit, may be transmitted to a third party.

We do not sell or rent any personal data you provide to us. We do not, and will never, make your personal information public without your consent and will not share any personally identifying information about you without your authorization (see below regarding specific authorization). We may share limited data regarding your use of the Website with third parties for traffic analysis, website optimization, and marketing, including for targeted advertising through social media websites like Facebook, Instagram, and LinkedIn. Your use of the Website may also result in the placement of cookies on your browser, some of which will relay data about your navigation and interaction with websites to other third parties.

We use this data to improve customer experiences with the Website and to modify and improve our marketing strategies to serve you better. We may also use this information:

- To respond to your inquiries and/or to provide you with services that you request;
- To operate, troubleshoot, and improve the services;
- To send you newsletters, updates, marketing communications, and other information or materials that may interest you and to assess the effectiveness of our promotional activities;
- To maintain our list of contacts and to understand how people use our services, including by generating and analyzing statistics;
- For our business purposes, including data analysis or intellectual property infringement;
- To evaluate, recruit, and hire personnel;
- To better understand how you landed on the Website and,
- It is reasonably necessary or appropriate to respond to legal processes or requests for information issued by government authorities or other third parties or to protect our rights.

We retain the information you provide when submitting the “Contact Us” form or communicating with us. If you send us a message, it will be automatically routed to our team. We retain the information you provide us in a database, including your first and last name, address, e-mail address, telephone number, and any additional information you submit, but none of this information is sold to any outside third party. **Do not enter information into the “Contact Us” form or other form submissions that you consider personal, sensitive, or confidential.**

We will disclose personal information and/or an IP address when required by law or in the good-faith belief that such action is necessary. When required by law or to the extent we believe necessary, we may:

- Cooperate with the investigations of purported unlawful activities and conform to the edicts of the law or comply with legal process served on our company;
- Protect and defend the rights or property of our Website and related properties; or,
- Identify persons who may be violating the law, the rights of third parties, or otherwise misusing our Website or its related properties.

If you do not want to receive emails, telephone calls, or mail from us in the future, please email support@bcappco.com. We will then remove your name from our email list.

In compliance with various U.S. state law provisions, the European Union’s General Data Protection Regulation (GDPR), as well as the UK privacy law governed by the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR), BCAppCo grants the following rights to persons that interact with our company:

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- Right to Access
 - Right to Confirm Personal Data is Being Processed
 - Right to Data Portability
 - Right to Delete
 - Right to Correct / Right to Rectification
 - Right to Opt-Out of Sale
 - Right to Opt-Out of Targeted / Behavioral Advertising
 - Right to Object or Opt-Out of ADM
 - Right to Opt-Out of Profiling
 - Choice Required for Processing of “Sensitive” Personal Data
 - Right to Object to or Restrict Processing Generally
 - Required Opt-Out Links on Website or Elsewhere
 - Right to Non-Discrimination
 - Specific Privacy Policy Content Requirements
 - Purpose, Use, and/or Retention Limitations
 - Privacy & Security Impact Assessments Required
 - “Reasonable” Security Obligations
 - Notice at Collection Requirement
 - Honor Universal Opt-Out Signals

If our privacy practices change in the future, we will post an updated privacy statement to notify you and provide you with the ability to opt-out. We provide site visitors with the information we maintain about them upon request. Contact info@bcappco.com to request this information. If you find that we are maintaining incorrect information about you, we will correct it.

California Notice

Under California Civil Code Section 1798.83, this policy sets forth that we only share personal information (as defined in California Civil Code Section 1798.83) with third parties for direct marketing purposes if you first agree or opt-in to that disclosure or are offered the opportunity to opt-out and elect not to opt-out of any such disclosure at the time you provide information to us on our Website.