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**Privacy Policy**

**Effective Date:** 4/10/2025

Welcome to **The Grateful Koi LLC** ("we", "us", "our"). We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and share information when you visit our website hosted on Wix.com, sign up for services, or interact with us in any way. This policy applies to all users, including those in the United States, the European Union (EU), and the European Economic Area (EEA), and is written to comply with the General Data Protection Regulation (GDPR).

**1. Information We Collect**

When you visit our site or use our services, we may collect the following types of information:

* **Personal Identifiable Information (PII):** Name, email address, phone number, or other contact details submitted via forms or email subscriptions.
* **Technical Data:** IP address, browser type, device type, operating system, and usage patterns (e.g., pages visited, time on site).
* **Aggregate Data:** Anonymous, aggregated data used for analyzing trends and site performance.
* **Cookies and Tracking Technologies:** To improve your experience, we use cookies and similar technologies that help us understand how our website is used, personalize content, and optimize functionality.

**2. How We Use Your Data**

We use the data we collect for the following purposes:

* To provide and improve our services
* To analyze website performance and optimize functionality
* To troubleshoot technical issues
* To manage and send email newsletters or service-related updates
* To ensure compliance with legal obligations
* To enhance your user experience through personalization

We do not sell, rent, or trade your personal information to third parties.

**3. Cookies and Tracking**

Our website uses cookies and similar technologies (e.g., pixels, web beacons) for:

* Site analytics (e.g., Google Analytics or Wix Analytics)
* Performance optimization
* Remembering user preferences
* Marketing and retargeting purposes

You will be prompted with a cookie notification banner upon visiting the site, and your continued use of the website implies consent to the use of cookies. You can control or delete cookies at any time through your browser settings.

**4. Legal Bases for Processing (GDPR Compliance)**

If you are located in the EU or EEA, we rely on the following legal bases to process your personal data:

* Your **consent**, which you may withdraw at any time
* The necessity to fulfill a **contract** with you
* Our **legitimate interests**, such as improving services and website security
* **Compliance with legal obligations**

**5. Data Retention**

We retain your information only as long as necessary for the purposes described in this policy or as required by law. You can request the deletion of your data at any time.

**6. Your Rights (EU & EEA Residents)**

If you are located in the EU/EEA, you have the right to:

* Access, correct, or delete your personal data
* Object to or restrict data processing
* Request data portability
* Lodge a complaint with a supervisory authority

To exercise any of these rights, please contact us at **gratefulkoi@gmail.com**.

**7. Third-Party Services**

We may use third-party services to help us operate and optimize our website and communications. These include, but are not limited to:

* **Wix.com** – our website hosting provider
* **Google Analytics** – to track site performance and visitor behavior
* **Google Search Console** – to monitor SEO and search performance
* **Mailchimp** or similar email services – for managing newsletters and email campaigns
* **SEO optimization tools or consultants** – to improve visibility in search engines

Each of these third parties may collect and process data in accordance with their own privacy policies. We encourage you to review their policies if you would like more information.

**8. Data Security**

We take reasonable technical and organizational measures to protect your data from unauthorized access, disclosure, alteration, or destruction.

**9. Contact Information**

If you have any questions about this Privacy Policy or your personal data, please contact us:

**The Grateful Koi LLC**  
Peoria, Arizona, United States  
Email: **gratefulkoi@gmail.com**  
Phone: **(602) 323-6866**