PRIVACY POLICY

Welcome to **excelit.net** (the "Website"), owned and operated by **Excelit** ("Company", "we", "us", or "our"). We are committed to protecting your personal information and your right to privacy.

This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our Website or engage with our digital services.

1. Information We Collect

We collect personal information that you voluntarily provide to us when you fill out contact forms, subscribe to a newsletter, or inquire about our services.

A. Personal Data Provided by You

- **Contact Information:** Name, email address, phone number, and company name.
- **Inquiry Details:** Messages, feedback, or project details submitted through contact forms or email.

B. Automatically Collected Data

When you navigate the Website, certain technical information is collected automatically via cookies and tracking technologies:

- **Device & Usage Data:** IP address, browser type, operating system, referring URLs, pages viewed, and access times.
- **Location Data:** Approximate geographical location based on your IP address.

2. How We Use Your Information

We process your personal information for legitimate business purposes, including to:

- **Provide & Manage Services:** Respond to inquiries, deliver customer support, and fulfill requests.
- **Improve Our Website:** Analyze website usage trends to optimize user experience and site performance.
- **Communications:** Send updates, promotional content, or operational notices (you may opt out at any time).
- **Security & Compliance:** Detect and prevent fraudulent activities and ensure legal compliance.

3. Legal Grounds for Processing (GDPR & Local Laws)

We process your personal data under the following legal bases:

- **Consent:** You have given clear consent for us to process your data for specific purposes.
- **Legitimate Interests:** Necessary for our legitimate business interests, provided they do not override your fundamental rights.
- **Legal Obligation:** Compliance with applicable statutory, regulatory, or legal mandates.

4. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking tools to collect technical information and enhance your browsing experience.

- **Essential Cookies:** Necessary for basic website functions.
- **Analytics Cookies:** Help us understand visitor interaction with our content (e.g., Google Analytics).

You can manage your cookie preferences through your browser settings or via our website cookie consent banner.

5. Third-Party Sharing

We do **not** sell, rent, or trade your personal data. We may share information with trusted third parties only in the following scenarios:

- **Service Providers:** Hosting providers, IT support, and analytics vendors operating under strict confidentiality obligations.
- **Legal Requirements:** If required by law, court order, or governmental authority to protect legal rights or safety.

6. Data Security and Retention

- **Security:** We implement appropriate technical and organizational security measures (such as SSL encryption) to protect your personal data against unauthorized access, loss, or alteration.
- **Retention:** Personal data is retained only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law.

7. Your Data Protection Rights

Depending on your jurisdiction, you may have the following rights regarding your personal data:

- **Access & Portability:** Request a copy of the personal data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete information.
- **Erasure ("Right to be Forgotten"):** Request deletion of your personal data.
- **Withdraw Consent:** Withdraw consent at any time where processing is based on consent.

To exercise any of these rights, please contact us using the details below.

8. Third-Party Websites

Our Website may contain links to external sites not operated by us. We are not responsible for the content, privacy practices, or policies of third-party websites.

9. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data handling practices, please reach out to us:

- **Entity Name:** Excelit
- **Website:** https://excelit.net