

# Privacy Policy

Effective Date: November 1, 2024

Ironpaw Partners ("we," "us," or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy describes how we collect, use, and share information when you visit our website, communicate with us, or engage with our services.

## 1. Who We Are

Ironpaw Partners is a strategic advisory and consulting brand offering executive-level services in digital transformation,

M&A, AI integration, and operational leadership. Ironpaw Partners is a doing business as (DBA) of Boom Consultancy Group LLC,

a limited liability company registered in the state of Kansas, USA.

## 2. Information We Collect

We may collect the following types of information:

- Personal Information: Name, email address, phone number, company name, job title, and other identifiers you provide when you contact us or engage our services.
- Business Information: Details about your organization and its operations that are relevant to a consulting engagement.
- Website Usage Data: IP address, browser type, referring/exit pages, and browsing behavior collected via cookies or analytics tools.
- Communication Records: Emails, meeting notes, and related communications.

## 3. How We Use Your Information

We use the information we collect to:

- Provide and improve our services
- Respond to inquiries and requests
- Personalize your experience with our website and communications
- Send relevant updates, newsletters, or service-related announcements
- Comply with legal and regulatory obligations

#### 4. How We Share Information

We do not sell or rent your personal data. We may share your information with:

- Internal Teams: Consultants or executives affiliated with Ironpaw Partners or Boom Consultancy Group for project fulfillment.
- Service Providers: Trusted third-party vendors who assist with operations, such as CRM, analytics, or hosting (e.g., Zoho).
- Legal or Regulatory Authorities: When required by law or to protect our rights and the safety of others.

#### 5. Cookies and Analytics

Our website may use cookies and third-party analytics tools (such as Google Analytics or Zoho PageSense) to understand website performance and user behavior.

You may disable cookies in your browser settings, though some features of the site may not function properly.

#### 6. Data Retention

We retain personal and business information only as long as necessary for the purposes outlined in this policy or as required by law.

You may request deletion of your data at any time by contacting us.

#### 7. Your Rights

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

- Access the personal data we hold about you
- Correct or update inaccurate data
- Request deletion or restriction of processing
- Opt out of marketing communications

To exercise your rights, contact us using the information below.

## 8. Security

We take reasonable measures to protect your information from unauthorized access, use, or disclosure.

However, no system is completely secure, and we cannot guarantee absolute security.

## 9. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

## 10. Business Structure and Affiliation

Ironpaw Partners is operated as a DBA of Boom Consultancy Group LLC, and all client engagements, contracts, and data are ultimately governed by

Boom Consultancy Group LLC's legal entity. Any personal or business information shared with Ironpaw Partners may be accessed by authorized personnel

of Boom Consultancy Group LLC for service delivery and operational purposes.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. The effective date at the top of the policy will reflect the latest revision.

Continued use of our services or website after changes indicates your acceptance of the updated terms.

## 12. Contact Us

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

Ironpaw Partners (Boom Consultancy Group LLC)

[privacy@ironpawpartners.com](mailto:privacy@ironpawpartners.com)

<https://www.ironpawpartners.com>