

# THE VELOCITY ROOM

## Privacy Policy

*Effective Date: April 22, 2026*

---

### 1. Introduction

Welcome to The Velocity Room. We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, store, and share your information when you engage with our services, website, or platform.

By using our services, you agree to the collection and use of information in accordance with this policy. If you have any questions or concerns, please contact us using the information provided at the end of this document.

### 2. Information We Collect

We may collect the following categories of personal information:

- Contact information (name, email address, phone number, mailing address)
- Account credentials and profile information
- Usage data and interactions with our website and services
- Transaction and billing information
- Communications and correspondence with our team
- Any additional information you voluntarily provide to us

### 3. How We Store Your Data

Your personal information is stored securely within our internal systems. Specifically, we use the following platforms to manage and store your data:

- Cannolai — our internal data management system used to organize and process client information
- HubSpot — our customer relationship management (CRM) platform used for communications, marketing, and sales operations

Both platforms are maintained with industry-standard security measures, including encryption at rest and in transit, access controls, and regular security reviews. We take reasonable precautions to protect your data from unauthorized access, disclosure, alteration, or destruction.

### 4. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, operate, and improve our services
- To communicate with you about your account, inquiries, or transactions

- To send relevant updates, newsletters, or marketing materials (where you have opted in)
- To fulfill legal, regulatory, or contractual obligations
- To analyze usage trends and improve user experience

## **5. Sharing Your Data with Third Parties**

### **5.1 Consent-Based Sharing**

We respect your right to control your personal information. We will only share your data with third-party partners, affiliates, or external organizations if you have explicitly given us your consent to do so. This means:

- We will not sell, rent, or trade your personal information to third parties without your prior permission.
- If we wish to share your data with a partner — for example, for a joint offering, referral program, or collaborative service — we will notify you clearly and obtain your explicit consent before doing so.
- You may withdraw your consent to data sharing at any time by contacting us (see Section 9).

### **5.2 Exceptions**

Notwithstanding the above, we may disclose your information without your consent only in the following limited circumstances:

- As required by applicable law, regulation, or court order
- To protect the rights, property, or safety of The Velocity Room, our clients, or the public
- To enforce our Terms of Service or other agreements
- In connection with a business merger, acquisition, or asset sale, provided the receiving party agrees to honor this Privacy Policy

## **6. Your Rights**

Depending on your location and applicable law, you may have the following rights with respect to your personal data:

- Right to access — request a copy of the personal data we hold about you
- Right to correction — request that we correct any inaccurate or incomplete information
- Right to deletion — request that we delete your personal data, subject to legal obligations
- Right to restrict processing — request that we limit how we use your data
- Right to data portability — receive your data in a structured, machine-readable format
- Right to withdraw consent — withdraw any previously given consent to data sharing at any time

To exercise any of these rights, please contact us using the details in Section 9.

## **7. Data Retention**

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law. When your data is no longer needed, we will securely delete or anonymize it.

## **8. Cookies and Tracking Technologies**

Our website may use cookies and similar tracking technologies to enhance your experience, analyze traffic, and understand user behavior. You may control cookie preferences through your browser settings. Please note that disabling certain cookies may affect the functionality of our website.

## **9. Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

**The Velocity Room**

Email: [info@thevelocityroom.com](mailto:info@thevelocityroom.com)

Website: [www.thevelocityroom.com](http://www.thevelocityroom.com)

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we do, we will revise the effective date at the top of this document and, where appropriate, notify you directly. We encourage you to review this policy periodically.