

Privacy Policy

Effective Date: October 1, 2025

This Privacy Policy describes how nextMEDIA, Inc. ("Company," "we," "us," or "our") collects, uses, and discloses your personal information when you visit, use, or make a purchase from our website at nextmediadigital.com (the "Site") and how we protect that information.

We are committed to protecting your privacy and handling your data in an open and transparent manner. This policy is primarily designed to comply with general U.S. privacy principles, as our primary business location is in Florida, USA, and we do not market to or have clients in regions requiring specific compliance with laws like the GDPR or CCPA.

1. Information We Collect

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our services, when you participate in activities on the Site, or otherwise when you contact us.

A. Personal Information You Disclose to Us

The personal information we collect depends on the context of your interactions with us and the Site, the choices you make, and the services you use. This may include:

- **Identifiers:** Name, email address, phone number, and IP address.
- **Geolocation Data:** Location derived from your IP address.

B. Information Collected Automatically

We automatically collect certain information when you visit, use, or navigate the Site. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as:

- **Internet/Network Activity:** Browsing history, search history, interaction with our Site or advertisements, and information about how you use our Site.
- **Log and Usage Data:** Service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Site.

C. Information from Third-Party Sources

We may obtain information about you from other sources, such as:

- **Automated Technologies:** Cookies, web beacons, Google Analytics, and server logs.
 - **Third-Party Sources:** Lead generation services, social media platforms, and public databases.
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2. How We Use Your Information

We use the personal information collected via our Site for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations.

Purpose of Use	Description
Service Provision	To fulfill client contracts, provide requested services, and manage your account.
Marketing & Promotions	To send you marketing and promotional communications (e.g., newsletters, special offers) if you have opted-in.
Website Improvement	To analyze traffic, fix bugs, optimize user experience, and monitor the effectiveness of our marketing campaigns.
Legal Compliance	To comply with legal obligations, record-keeping requirements, and respond to legal requests.
Security & Fraud Prevention	To monitor for malicious activity and protect the security and integrity of our Site.

3. Disclosure of Your Information

We may share your data with third parties only in the following situations:

A. Sharing with Service Providers (Processors)

We may share your personal information with third-party vendors, service providers, contractors, or agents ("Service Providers") who perform services for us or on our behalf and

require access to that information to do that work. The categories of Service Providers we use include:

- **Customer Relationship Management (CRM) Systems:** Used to manage client and prospect data.

We only share information with Service Providers who agree to maintain the confidentiality and security of your personal information.

B. Legal Disclosures

We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

C. Business Transfers

We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

D. No Sale or Sharing for Third-Party Marketing

We do not sell or share your personal information with third parties for their direct marketing purposes.

4. Tracking Technologies and Cookies

We use cookies and similar tracking technologies (like web beacons and pixels) to access or store information.

- **User Choice:** We provide users with a choice (e.g., via a cookie banner or preference center) to accept or reject non-essential cookies. You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by managing your choices in your browser settings.
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5. Data Security and Retention

A. Security Measures

We have implemented general technical and organizational security measures designed to protect the security of any personal information we process. These measures include:

- **SSL/TLS:** Using SSL (Secure Sockets Layer) on our website to encrypt data transmission.
- **Access Controls:** Implementing access controls to restrict who can access your personal information.
- **Physical Security:** Employing physical security measures at our facilities.

While we take reasonable precautions to protect your data, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure.

B. Data Retention Policy

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

- **Retention Period:** We retain data for **5 years** after the last interaction with you.
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6. Your Privacy Rights

You have certain rights regarding your personal information.

A. Access and Correction

You have the right to request access to the personal information we hold about you and to request that we correct any inaccurate or incomplete data.

- **How to Request:** You can make a request by emailing us at info@nextmediadigital.com.

B. Deletion (Right to be Forgotten)

You have the right to request the deletion of your personal information, subject to certain legal exceptions.

- **How to Request:** You can make a request by emailing us at info@nextmediadigital.com.

C. Opting Out of Marketing Communications

You can unsubscribe from our marketing and promotional communications at any time.

- **How to Opt-Out:** You can click on the **unsubscribe link** in the emails that we send or contact us using the details provided below.

D. Children's Privacy (COPPA)

Our Site is not directed at children under the age of 13, and we do not knowingly collect data from children under 13. If we learn that personal information from users less than 13 years of age has been collected, we will take reasonable measures to promptly delete such data from our records.

7. Updates to This Policy

We may update this privacy policy from time to time. The updated version will be indicated by an updated "Effective Date" and the updated version will be effective as soon as it is accessible.

A. Notification of Changes

If we make material changes to this privacy policy, we will notify you by **email notification**.

8. Contact Us

If you have questions or comments about this policy, you may contact our Designated Privacy Contact at:

nextMEDIA, Inc. 1635 SW 82nd Ct.
Miami, FL, 33155 Email: info@nextmediadigital.com Website: nextmediadigital.com