

ASCENSION TECHNOLOGY SOLUTIONS

Privacy Policy

Effective Date: January 1, 2026 | Last Updated: March 2026

At Ascension Technology Solutions ("Ascension," "we," "us," or "our"), we are committed to protecting your privacy and ensuring the responsible handling of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your data when you engage with our services — including Branding, Graphic Design, Web Development, Digital Marketing, Search Engine Optimization (SEO), Content Creation, Social Media Management, and related technology solutions.

This policy has been drafted in alignment with leading industry standards, including those published by IBM Corporation, Dell Technologies, and HP Inc., to ensure transparency, security, and user control. By accessing or using our services, you agree to the terms of this Privacy Policy.

1. Scope of This Policy

This Privacy Policy applies to all individuals and organizations ("you," "your," or "Client") who interact with Ascension Technology Solutions, including visitors to our website, prospective clients, active clients, and vendors. It governs information collected through:

- Our official website and web-based portals
- Client onboarding and project intake forms
- Email, phone, and digital communications
- Project management and collaboration platforms
- Marketing campaigns and analytics tools
- Third-party integrations used in service delivery

2. Information We Collect

Consistent with data governance practices outlined by global technology leaders, we collect only the information necessary to deliver our services effectively and securely.

2.1 Personal Identification Information

We may collect identifying information that you provide voluntarily, including:

- Full name and job title
- Company or organization name

- Business and personal email addresses
- Phone numbers and mailing addresses
- Billing and payment information (processed via secure, PCI-compliant gateways)
- Social media handles or profile links (when relevant to service delivery)

2.2 Technical and Usage Data

When you visit our website or use our digital platforms, we may automatically collect:

- IP address and approximate geographic location
- Browser type, version, and operating system
- Device identifiers and screen resolution
- Pages visited, time spent, and navigation paths
- Referring URLs and search terms
- Cookie and session data (see Section 7 for Cookie Policy)

2.3 Project and Business Information

In the course of delivering services such as branding, design, and web development, we may collect:

- Brand assets, style guides, and visual identity materials
- Website credentials and access tokens (stored with encrypted vaulting)
- Content drafts, copy, and creative briefs
- Business goals, audience research, and competitive data
- Third-party platform credentials necessary for campaign management

2.4 Communications Data

We retain records of communications between you and our team, including emails, meeting notes, and project feedback, to ensure service quality and continuity.

3. How We Use Your Information

Ascension Technology Solutions uses collected information for the following legitimate business purposes, in line with principles adopted by Dell Technologies and IBM in their respective privacy frameworks:

3.1 Service Delivery

- Executing branding strategies, logo design, and visual identity systems
- Designing print and digital marketing collateral
- Building, deploying, and maintaining websites and web applications
- Managing SEO campaigns, keyword strategies, and site audits
- Producing written content, blog posts, and multimedia assets
- Administering social media channels and scheduling content
- Running paid advertising campaigns (PPC, social ads, retargeting)
- Providing UX/UI design, wireframing, and prototyping services

3.2 Business Operations

- Generating and processing invoices and project estimates
- Communicating project status, timelines, and deliverables
- Managing client accounts and relationship records
- Conducting internal quality assurance and performance reviews

3.3 Improvement and Analytics

- Analyzing website traffic and user behavior to enhance our digital presence
- Measuring campaign performance and return on investment for clients
- Conducting research to improve service offerings and methodologies
- Training internal staff on best practices and emerging technologies

3.4 Legal and Compliance

- Complying with applicable laws, regulations, and contractual obligations
- Enforcing our Terms of Service and client agreements
- Responding to lawful requests from government authorities
- Protecting against fraud, unauthorized access, and security threats

4. Legal Basis for Processing

Where applicable under data protection law (including the General Data Protection Regulation, GDPR, and equivalent frameworks), we process your personal data on the following legal bases:

- Contractual Necessity: Processing required to fulfill a service agreement with you
- Legitimate Interests: Processing that serves our operational and security interests without overriding your rights
- Legal Obligation: Processing required to comply with applicable law
- Consent: Processing based on your explicit, freely given, and revocable consent

You may withdraw consent at any time by contacting us at privacy@ascensiontechnologysolutions.net.

5. Sharing and Disclosure of Information

Ascension Technology Solutions does not sell, rent, or trade your personal information to third parties for commercial purposes. We may share information in the following limited circumstances:

5.1 Service Providers and Subcontractors

We work with trusted third-party vendors to support our operations, including cloud hosting providers, payment processors, project management platforms, and analytics services. These parties are bound by confidentiality agreements and data processing terms consistent with standards enforced by organizations such as HP and Dell.

5.2 Platform Integrations

When delivering services, we may access or share limited data with platforms such as:

- Content Management Systems (WordPress, Webflow, Shopify, etc.)

- Email marketing tools (Mailchimp, HubSpot, Klaviyo, etc.)
- Social media platforms (Meta, LinkedIn, X/Twitter, Instagram, etc.)
- Analytics platforms (Google Analytics, SEMrush, Hotjar, etc.)
- Advertising platforms (Google Ads, Meta Ads, Microsoft Advertising)

5.3 Legal Requirements

We may disclose your information if required by law, court order, or governmental regulation, or to protect the rights, safety, or property of Ascension Technology Solutions, our clients, or the public.

5.4 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the acquiring entity, subject to the same level of data protection described in this policy.

6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes described in this policy or as required by law. Retention periods vary by data type:

- Client project files and communications: Retained for 5 years post-project completion
- Financial and billing records: Retained for 7 years in accordance with tax regulations
- Website analytics data: Retained for 26 months (in line with Google Analytics best practices)
- Marketing and opt-in records: Retained until you withdraw consent or unsubscribe
- Security and access logs: Retained for 12 months

Upon expiration of the relevant retention period, data is securely deleted or anonymized.

7. Cookie Policy

Our website uses cookies and similar tracking technologies to enhance user experience and gather analytics. Consistent with HP's cookie disclosure practices, we use the following categories of cookies:

- Essential Cookies: Required for website functionality and security
- Performance Cookies: Measure site traffic and user interactions (e.g., Google Analytics)
- Functional Cookies: Remember your preferences and settings
- Marketing Cookies: Enable targeted advertising and retargeting campaigns

You may manage or disable cookies through your browser settings. Please note that disabling certain cookies may impact website functionality. A cookie consent banner is displayed upon first visit to our site.

8. Data Security

We employ industry-standard security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. Our security practices draw from frameworks used by enterprise leaders including IBM Security and Dell Technologies:

- Transport Layer Security (TLS/SSL) encryption for all data in transit

- AES-256 encryption for sensitive data at rest
- Role-based access controls (RBAC) limiting data access to authorized personnel
- Multi-factor authentication (MFA) on all internal systems
- Regular vulnerability assessments and penetration testing
- Secure credential vaulting for client platform access
- Incident response procedures with defined breach notification timelines

While we implement robust safeguards, no method of transmission or storage is 100% secure. We encourage clients to use strong passwords and notify us immediately of any suspected unauthorized activity.

9. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights regarding your personal data. These rights are consistent with those recognized under the GDPR, CCPA, and comparable frameworks:

- Right of Access: Request a copy of the personal data we hold about you
- Right to Rectification: Request correction of inaccurate or incomplete data
- Right to Erasure: Request deletion of your data, subject to legal retention requirements
- 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 Object: Object to processing based on legitimate interests or for direct marketing
- Right to Withdraw Consent: Withdraw previously given consent at any time
- Right to Non-Discrimination: Exercise your rights without receiving discriminatory service

To exercise any of these rights, please submit a written request to: privacy@ascensiontechnologysolutions.net. We will respond within 30 days. Identity verification may be required prior to fulfilling your request.

10. Children's Privacy

Ascension Technology Solutions does not knowingly collect personal data from individuals under the age of 13 (or 16 where applicable under GDPR). Our services are directed to businesses and professionals. If we become aware that we have inadvertently collected data from a minor, we will take prompt steps to delete such information. Parents or guardians who believe we have collected data from a minor should contact us immediately.

11. International Data Transfers

If you are located outside of the United States, please be aware that your information may be transferred to and processed in the United States, where data protection laws may differ from those in your country. We take appropriate measures to ensure that such transfers comply with applicable legal requirements, including the use of Standard Contractual Clauses (SCCs) where required under GDPR.

12. Third-Party Links and Integrations

Our website and project deliverables may contain links to third-party websites, platforms, or tools. Ascension Technology Solutions is not responsible for the privacy practices of these external parties. We encourage you to review the privacy policies of any third-party services you access through our platforms, including tools such as Google Workspace, Meta Business Suite, and Adobe Creative Cloud.

13. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or industry standards. When we make material changes, we will:

- Update the "Last Updated" date at the top of this document
- Post the revised policy prominently on our website
- Notify active clients via email for significant changes

Your continued use of our services following notification of updates constitutes acceptance of the revised policy. We encourage you to review this policy regularly.

14. Contact Information

If you have questions, concerns, or requests related to this Privacy Policy or our data practices, please contact us:

Ascension Technology Solutions

Attn: Privacy & Data Compliance Officer

Email: privacy@ascensiontechnologysolutions.net

Website: www.ascensiontechnologysolutions.net

This Privacy Policy is effective as of January 1, 2026.

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