

Privacy Policy

Last Updated: June 03, 2025

What does Shields Business Solutions do with my personal information?

Companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

How does Shields Business Solutions protect my personal information?

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings. We restrict access to your personal and account information to those employees who "need to know" that information to provide products or services to you.

Information We Collect

We may collect the following types of information:

- Personal Information: Name, email address, phone number, mailing address, and other contact details submitted via forms or inquiries.
- Usage Information: Data about how you use our website, including your IP address, browser type, device identifiers, and pages visited.
- Cookies and Tracking Technologies: We use cookies, pixels, and similar technologies to understand usage patterns, improve performance, and deliver relevant ads.
- We may also collect your personal information from others, such as credit bureaus, affiliates, or other companies.

How We Use Your Information

We may use the information we collect to:

- Provide customer service and support
- Respond to inquiries or requests
- Analyze website traffic and trends using tools like Google Analytics
- Improve our website and services
- Deliver personalized advertisements and measure their effectiveness

Third-Party Advertising and Analytics

We use third-party services such as:

- Google Analytics to analyze usage of our website
- Google Ads for paid search advertising and remarketing
- LinkedIn Ads for professional audience targeting
- Microsoft Ads for additional search-based advertising

These services may collect information about your visits to our website and other sites to provide relevant ads based on your interests. This is often referred to as interest-based advertising or remarketing.

How We Share Your Information

We may share your information with trusted third-party vendors and service providers that support our advertising and analytics efforts. These include:

- Google
- LinkedIn
- Microsoft

We do not sell your personal information to third parties.

Your Privacy Choices

You can manage your cookie preferences or opt out of certain ad targeting:

- Google Ads Settings: <https://adssettings.google.com>
- Google Analytics Opt-out: <https://tools.google.com/dlpage/gaoptout>
- Network Advertising Initiative: <https://optout.networkadvertising.org>
- yourAdChoices: <https://optout.aboutads.info>
- LinkedIn Ad Preferences: <https://www.linkedin.com/help/linkedin/answer/62931>
- Microsoft Advertising Opt-out:
<https://about.ads.microsoft.com/en-us/resources/policies/personalized-ads>

You can also set your browser to refuse all or some cookies, or to alert you when cookies are being sent.

Why can't I limit all sharing?

Federal law gives you the right to limit only:

- sharing for affiliates' everyday business purposes
- affiliates from using your information to market to you
- sharing for nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing.

Security

We take appropriate measures to safeguard your information and protect it from unauthorized access, disclosure, or misuse.

Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or applicable regulations. We encourage you to review it regularly. The date of the most recent update is listed at the top of this policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or your personal information, please contact us through our website:

 www.shieldsbusinesssolutions.com/contact

 or call (856) 727-0227

 Shields Business Solutions, Inc.