

# Privacy Policy

**Last updated:** January 2026

E-vergent (“we,” “our,” or “us”) values your privacy. This Privacy Policy explains how we collect, use, protect, and disclose information when you visit or interact with our website, <https://www.e-vergent.com>.

This policy applies solely to information collected through this website and not offline or via other channels unless explicitly stated.

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## Information We Collect

### Personally Identifiable Information (PII)

Personally Identifiable Information is information that can be used to identify, contact, or locate an individual. We may collect PII when you voluntarily provide it to us, including:

- Name
- Email address
- Mailing address
- Phone number
- Other information you submit through forms, chat, or inquiries

### How and When We Collect Information

We collect information when you:

- Fill out a form
  - Request service or information
  - Subscribe to newsletters or updates
  - Use live chat or contact us by email or phone
  - Comment on blog posts (if enabled)
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## How We Use Your Information

We may use the information collected from you for the following purposes:

- To respond to inquiries or service requests
- To follow up after correspondence (email, phone, or chat)
- To send updates regarding services, orders, or account-related information
- To provide marketing or promotional communications (you may opt out at any time)
- To improve our website, services, and user experience

We do **not** sell your personal information.

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## How We Protect Your Information

We take reasonable administrative and technical steps to safeguard your personal information.

- Payment transactions are processed through **third-party PCI-compliant payment processors**; we do not store or process credit card data directly.
  - Access to personal information is limited to authorized personnel.
  - While no method of transmission over the internet is 100% secure, we strive to use commercially acceptable means to protect your information.
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## Cookies and Tracking Technologies

### Cookies

Our website uses cookies to enhance functionality and user experience.

Cookies may be used to:

- Remember user preferences
- Enable login functionality (if applicable)
- Improve website performance and usability

You can control cookie settings through your browser. Disabling cookies may affect site functionality.

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## Third-Party Services and Disclosure

### Third-Party Service Providers

We may share information with trusted third parties who assist us in operating our website or conducting business, provided they agree to keep information confidential.

We may also disclose information when required to:

- Comply with applicable laws or legal processes
- Enforce site policies
- Protect rights, property, or safety

Non-personally identifiable information may be used for analytics or marketing purposes.

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## **Google Advertising & Analytics**

E-vergent may use Google services such as Google Analytics or Google AdSense.

Google, as a third-party vendor, may use cookies (including the DART cookie) to serve ads based on prior visits to this and other websites.

We may use:

- Demographics and Interests Reporting
- First-party cookies (e.g., Google Analytics)
- Third-party cookies (e.g., DoubleClick)

### **Opt-Out Options**

You can manage Google ad preferences via:

- Google Ad Settings
  - Network Advertising Initiative Opt-Out page
  - Google Analytics Opt-Out Browser Add-On
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## **Third-Party Links & Embedded Content**

Our website may contain embedded content (videos, images, articles, etc.) from other websites.

Embedded content behaves the same way as if you visited the external website directly and may:

- Collect data
- Use cookies

- Track interactions

E-vergent does not control third-party websites and is not responsible for their privacy practices.

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## WordPress-Specific Data Collection

### Comments

When visitors leave comments (if enabled), we collect:

- Data shown in the comments form
- IP address
- Browser user agent string (for spam detection)

An anonymized hash of your email may be shared with Gravatar.

Gravatar's privacy policy: <https://automattic.com/privacy/>

### Media Uploads

If you upload images, avoid including embedded location data (EXIF GPS). Visitors may extract this information.

### Login & Session Cookies

If applicable, cookies may be set to:

- Manage login sessions
  - Store display preferences
  - Improve usability
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## Children's Information (COPPA)

E-vergent does not knowingly collect personal information from children under 13 years of age and does not market services to children.

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## Email Communications (CAN-SPAM Compliance)

We collect email addresses to:

- Respond to inquiries
- Process service requests
- Send service-related updates
- Provide marketing communications (optional)

We comply with the CAN-SPAM Act by:

- Not using misleading subject lines
- Identifying promotional emails appropriately
- Including our physical business address
- Honoring unsubscribe requests promptly

You may unsubscribe at any time using the link in our emails or by contacting us directly.


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## Contact Information

If you have questions about this Privacy Policy, please contact us:

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