

## Privacy Policy for Likha Studios

Effective Date: 2023-08-06

At Likha Studios, based in New Brunswick, Canada, we are committed to protecting the privacy of our clients. This Privacy Policy outlines how we collect, use, and safeguard personal information when clients interact with our main website ([getlikha.com](https://getlikha.com)) and use our website creation services. By engaging with our services, clients consent to the practices described in this policy.

### 1. Data Collection and Usage

#### 1.1. Website Analytics

We use the following third-party analytics services on our website to understand client interactions better:

- Microsoft Clarity
- GA4
- Piwik Pro
- Tawk.to
- Comm

#### 1.2. Communication and Support

When clients communicate with us through digital channels (email, live chat, etc.), we collect and store the necessary information to provide effective assistance. While we implement security measures to protect data, we cannot guarantee complete security, and clients acknowledge the inherent risks of communication.

#### 1.3. Password Sharing

Client passwords shared with us for accessing our services are stored securely and not leaked to any unauthorized party. We retain client login information for a maximum of 30 days to facilitate service usage and support. Clients have the right to request deletion of their data, and they can change their passwords at any time.

#### 1.4. Social Media Profiles

Likha Studios does not access or read personal direct messages (DMs) or conversations on clients' social media profiles related to our services.

#### 1.5. Email Communication

Likha Studios does not have access to the content of clients' email addresses or read any communications sent or received through clients' email addresses.

## 2. Data Sharing

Likha Studios does not sell, rent, or share clients' personal information with third parties for marketing purposes without their explicit consent. However, we may share clients' data with trusted third-party service providers who assist us in providing our services (e.g., hosting, analytics, support). These third parties are contractually obligated to protect clients' data and use it only for the specific purposes we authorize.

## 3. Data Retention

Likha Studios retains clients' personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. If clients request the deletion of their data, we will remove it promptly, subject to any legal obligations.

## 4. Your Rights

Clients have the following rights concerning their personal data:

4.1. Access: Clients can request a copy of the personal information we hold about them.

4.2. Correction: Clients have the right to correct any inaccurate or incomplete personal information we hold about them.

4.3. Deletion: Clients can request the deletion of their personal data under certain circumstances.

4.4. Object: Clients have the right to object to the processing of their personal data in certain situations.

## 5. Data Security

Likha Studios employs appropriate technical and organizational measures to protect clients' personal data from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission or electronic storage is completely secure, and we cannot guarantee absolute security.

## 6. Children's Privacy

Our services are not directed at children under the age of 16, and we do not knowingly collect personal information from them. If you believe that we have inadvertently collected personal data from a child under 16, please contact us to request its deletion.

## 7. Changes to the Privacy Policy

Likha Studios may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. The revised policy will be posted on this page, and the date of the latest revision will be indicated at the top of the page.

## 8. Contact Information

If clients have any questions or concerns about this Privacy Policy or our data practices, they can contact us at [concern@getlikha.com](mailto:concern@getlikha.com)

By using our website and services, clients acknowledge that they have read and understood this Privacy Policy and agree to the collection, use, and sharing of their information as described herein.