Privacy Policy

Who we are

At Core Life Analytics, we work to build the tools that people need to get more from their data. We occasionally have to collect and store personal data. We take our responsibility to maintain the security and privacy of personal data very seriously. In this Privacy Policy, we outline the data that we do collect and how we use it. We would like to make one thing very clear, however. We will never share personal data with a third party without permission.

Types of data we collect

Website Cookies, Google Analytics, Google Ads & Other Tools

When users visit our website at https://www.corelifeanalytics.com we use Google Analytics, a third-party service to collect information on user behaviour so that we can improve our website and focus our marketing efforts. We also use the Google Ads platform to place advertising on websites being visited by visitors to our website. The data is processed in such a way that the user is not identified, and is stored for 14 months.

Informational videos about our products and services are hosted by YouTube, a Google company. Visitors to our videos are similarly tracked so that we can see how effective they are. We may also place advertising on websites visited by viewers of our videos through the Google Ads system.

All of our interactions with the above are covered by Google's privacy policies which you can review at https://policies.google.com/privacy?hl=en

On our website we also have a LinkedIn insight tag. This allows LinkedIn to record when LinkedIn users visit our site but we only get information on page views and not the identity of the visitors. You can learn about the LinkedIn privacy policy here. https://www.linkedin.com/legal/privacy-policy

We use a number of tools for marketing automation to help users in a more specific fashion. All of the recorded email addresses of our users and their actions within our sites. This information is for our use only and is not shared with third parties. Here are the tools and the associated privacy policies.

Hubspot https://legal.hubspot.com/privacy-policy

Livestorm https://livestorm.co/privacy-policy

Mailing Lists

At various points, users have an opportunity to request to receive emails from Core Life Analytics about news or new product developments. To support these efforts we store email addresses along with names and location in the third-party Customer Relationship Management systems Insightly and Hubspot. We gather information about email openings and clicks on links within them so that we can judge the effectiveness of our efforts. You can learn more about the respective Privacy Policies at https://www.insightly.com/privacy-policy/ and https://legal.hubspot.com/privacy-policy. You can unsubscribe from any mailings from Core Life Analytics at any time by clicking on the Unsubscribe link at the bottom of the email or by emailing us at info@corelifeanalytics.com.

Access to Your Personal Information

We respect your right to access, amend or delete any of your personal data that we hold. Please email your request to info@corelifeanalytics.com.

Changes to this Privacy Notice

This policy will be reviewed on an annual basis or sooner if there are major changes to privacy legislation. If you have consented to receive emails from us you will be alerted to any changes. Last Updated: Mar 22nd, 2023

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