

# Privacy Policy

Blue Iris Consulting | blueirisconsult.com

*Effective Date: March 12, 2026*

Blue Iris Consulting ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website blueirisconsult.com, use our online booking tools, or otherwise interact with us. Please read this policy carefully. If you do not agree with its terms, please discontinue use of our site.

Blue Iris Consulting provides marketing and communications consulting services as well as edible garden consulting services in Northwest Arkansas. Our website serves both service lines.

## 1. Information We Collect

We may collect the following types of information:

### Information You Provide Directly

- Contact form submissions — including your name, email address, and message content
- Appointment bookings made through Square — including your name, email address, phone number, and payment information
- Appointment scheduling made through Calendly — including your name, email address, and scheduling preferences
- Blog subscription or content requests — including your email address
- Any other information you voluntarily provide when contacting us

### Information Collected Automatically

When you visit our website, we and our third-party partners may automatically collect certain information, including:

- Device information — browser type, operating system, device type
- Usage data — pages visited, time spent on pages, links clicked
- IP address and approximate geographic location
- Referral source — how you arrived at our website

*This information is collected through Google Analytics and Google Tag Manager. See Section 4 for more details.*

## 2. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and contact form submissions
- Schedule and confirm appointments for marketing consulting or garden consulting services
- Process payments for services booked through Square
- Send appointment confirmations, reminders, and follow-up communications
- Deliver blog content or other requested information
- Improve our website content and user experience
- Comply with legal obligations
- Protect against fraudulent or unauthorized activity

### **3. How We Share Your Information**

We do not sell, trade, or rent your personal information to third parties. We may share your information with the following service providers solely to operate our business:

- Square — for appointment booking and payment processing. Square's privacy policy is available at [squareup.com/us/en/legal/general/privacy](https://squareup.com/us/en/legal/general/privacy)
- Calendly — for scheduling marketing and communications consultations. Calendly's privacy policy is available at [calendly.com/privacy](https://calendly.com/privacy)
- Google — for analytics, tag management, and search console data. Google's privacy policy is available at [policies.google.com/privacy](https://policies.google.com/privacy)
- Our email service provider, Google — for sending appointment confirmations and communications (see above for privacy policy)

We may also disclose your information if required by law or to protect the rights, property, or safety of Blue Iris Consulting or others.

### **4. Cookies and Tracking Technologies**

Our website uses cookies and similar tracking technologies through Google Analytics and Google Tag Manager. These tools help us understand how visitors interact with our site so we can improve your experience.

Specifically, we use:

- Google Analytics — to track website traffic, visitor behavior, and usage patterns
- Google Tag Manager — to manage and deploy tracking tags on our website
- Google Search Console — to monitor how our site appears in search results

You can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on available at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

Most browsers allow you to refuse or delete cookies through their settings. Doing so may affect your experience on our website.

## **5. Data Retention**

We retain your personal information for as long as necessary to provide our services, fulfill the purposes described in this policy, and comply with our legal obligations. Appointment and payment records are retained as required for tax and accounting purposes. You may request deletion of your information at any time by contacting us.

## **6. Your Privacy Rights**

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Opt out of certain data collection or communications
- Receive a copy of your data in a portable format

To exercise any of these rights, please contact us at the information provided in Section 9. We will respond to your request within a reasonable timeframe.

## **7. Data Security**

We take reasonable administrative, technical, and physical measures to protect your personal information from unauthorized access, use, or disclosure. Payment information collected through Square is processed using industry-standard encryption and security protocols. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

## **8. Third-Party Links**

Our website may contain links to third-party websites, including our booking platforms and social media profiles. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any personal information.

## **9. Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at: [blueirisconsult@gmail.com](mailto:blueirisconsult@gmail.com).

### **Blue Iris Consulting**

Jerra Toms, Founder

Website: [blueirisconsult.com](http://blueirisconsult.com)

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we do, we will update the effective date at the top of this page. We encourage you to review this policy periodically. Your continued use of our website after any changes constitutes your acceptance of the updated policy.

*This Privacy Policy was prepared for Blue Iris Consulting and applies to blueirisconsult.com. For questions, contact us through the website.*