

**Contact:** [marketing@brixxpizza.com](mailto:marketing@brixxpizza.com)

## **1) Scope & Who We Are**

This Privacy Policy explains how personal information is collected, used, and protected when you visit this landing page, interact with our ads, or sign up for our mailing lists. This landing page is managed and operated by **New South Pizza (“Agency”)** on behalf of the business featured on this page (**“New South Pizza d.b.a. Brixx Wood Fired Pizza + Craft Bar”**).

**Service Provider Disclosure:** In this capacity, Agency acts as a service provider/data processor. All personal information collected through this page is collected for the Client’s business purposes and is owned and controlled by the Client. While Agency facilitates the technical collection of the data, the Client is solely responsible for how that information is subsequently used, shared, or disclosed. Please refer to the Client’s Privacy Policy at for comprehensive details on their data practices.

## **2) Information We Collect**

We collect the following categories of information on behalf of the Client:

- **Identifiers:** Name, email, phone, postal address, and online identifiers.
- **Commercial & Interaction Data:** Pages viewed, ads clicked, and campaign sources (UTM parameters).
- **Device/Technical Data:** IP address, cookie IDs, user agent, and approximate location.
- **Marketing Preferences:** Email and SMS opt-in/opt-out status.
- **User-Generated Content:** Inquiries or survey responses submitted via forms.
- **Inferences:** Audience segments created for advertising purposes.
- **Sensitive Data:** We do not intentionally collect sensitive categories (e.g., precise geolocation, health info) unless you voluntarily provide them for a defined purpose; we limit use per applicable law.

### **Sources of Information:**

- **Directly from you:** Forms, downloads, or consultation requests.
- **Automatically:** Via cookies, pixels, and similar technologies.

- **Partners:** Ad networks and analytics providers.

### 3) How We Use Information

Information is used to facilitate the services requested from the Client and to improve the performance of this landing page. This includes:

- **Personalization:** Tailoring content and measuring performance.
- **Email Marketing:** News and offers per CAN-SPAM; you can unsubscribe at any time.
- **SMS Marketing:** Only if you provide prior express written consent; consent can be revoked at any time.
- **Compliance:** Security, fraud prevention, and legal compliance.

### 4) Cookies & Targeted Advertising

We and our partners use cookies and pixels for analytics and targeted advertising.

- **Strictly Necessary Cookies:** Essential for site functionality; these do not store personal information.
- **Performance Cookies:** We use **Google Analytics** to count visits and traffic sources to measure and improve site performance for the Client. You can opt out via the Google Analytics opt-out browser add-on.
- **Functional Cookies:** Remember your choices to provide enhanced features.
- **Targeting Cookies:** Used to manage and display advertisements based on your activity (interest-based advertising). We partner with the **Digital Advertising Alliance** and utilize **Google AdSense/DoubleClick** cookies. You can opt out of tailored ads via [youradchoices.com](https://youradchoices.com) or Google Ads Settings.

### 5) When We Disclose Information

We disclose information to the following parties:

- **The Client:** As the data owner, **New South Pizza** receives all information collected through this page.
- **Service Providers:** Hosting, CRM (e.g., **HubSpot**), email/SMS vendors, and analytics.
- **Legal & Safety:** For compliance, asset sales, or protection of rights.

**Client-Directed Disclosures:** Any disclosure, "sale," or "sharing" of personal information for targeted advertising is conducted at the specific direction of the Client. Agency does not independently sell or share the personal information collected here for its own marketing purposes.

## **6) Your Privacy Rights (U.S.)**

Depending on your state, you may have rights to access, delete, or opt out of the sale/sharing of your data.

**To exercise these rights, please contact the Client directly at [Marketing@brixxpizza.com](mailto:Marketing@brixxpizza.com).** If you require technical assistance, you may also contact [marketing@brixxpizza.com](mailto:marketing@brixxpizza.com).

## **7) Data Retention**

We retain personal information only as long as necessary for the purposes described or as required by the Client and applicable law. For marketing data, we regularly review and minimize retention.

## **8) Children's Privacy**

We do not knowingly collect information from children under 13. If we learn such data has been collected, we will delete it per COPPA requirements.

## **9) Security**

We use administrative, technical, and physical safeguards; however, no method of transmission is 100% secure.

## **10) International Users**

This site is intended for U.S. use. By using this site, you consent to the processing of your information in the U.S., where data protection laws may differ from your home country.

## **11) Changes to This Policy**

We will update this Policy as needed and post the new effective date.