

Privacy Policy

This Privacy Policy explains how Niagara Networks, Inc. collects, uses, stores, shares, and protects personal information when you visit www.niagaranetworks.com, interact with our website, submit forms, download content, subscribe to communications, register for events, request information, or otherwise communicate with us.

This Privacy Policy primarily applies to personal information collected through our website, marketing activities, business communications, forms, events, and related online interactions. It does not govern customer network traffic, packet data, telemetry, logs, or other data processed through Niagara Networks products or services on behalf of customers, unless specifically stated. Such data is handled according to applicable customer agreements, service terms, data processing agreements, or other contractual arrangements.

Niagara Networks is committed to protecting your privacy and handling personal information responsibly, transparently, and in accordance with applicable privacy laws.

By using our website, you acknowledge the practices described in this Privacy Policy. Where required by law, we will request your consent for specific processing activities, such as non-essential cookies or marketing communications.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, as well as information collected automatically through our website, cookies, analytics tools, marketing automation platforms, and similar technologies.

We may also receive business contact information from third-party sources, such as event organizers, trade show badge scans, channel partners, distributors, resellers, publicly available business sources, or professional networking platforms, where permitted by applicable law.

Information You Provide Directly

We may collect information when you:

- Submit a contact form
- Request a demo or meeting
- Download a white paper, datasheet, solution brief, or other resource
- Subscribe to our blog, newsletter, or marketing communications
- Register for a webinar, event, or trade show meeting
- Communicate with our sales, marketing, support, or business development teams
- Apply for a partnership, business relationship, or employment opportunity

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This information may include:

- Name
- Company name
- Business email address
- Phone number
- Job title
- Country or region
- Company size or industry
- Areas of product or solution interest
- Message content or inquiry details
- Event registration information
- Communication preferences

Sensitive Personal Information

Niagara Networks does not intentionally collect sensitive personal information through its website or marketing forms, such as government identification numbers, financial account details, health information, precise geolocation, biometric data, or information about race, religion, political opinions, or similar sensitive categories. Please do not submit sensitive personal information through website forms or general communications.

Information Collected Automatically

When you visit our website, we may automatically collect certain technical and behavioral information, including:

- IP address
- Browser type and version
- Device type
- Operating system
- Referring website or campaign source
- Pages visited
- Time spent on pages
- Form interactions
- Content downloads
- Email engagement, such as opens and clicks
- Cookie identifiers and similar online identifiers
- Approximate location based on IP address

Niagara Networks uses HubSpot as part of its website, CRM, marketing automation, forms, analytics, and lead management environment. HubSpot's tracking code may collect visitor data such as website activity, IP addresses, and other online identifiers to monitor website traffic, analyze engagement, and support sales and marketing activities.

2. How We Use Information

We use personal information for legitimate business, marketing, operational, security, and communication purposes, including to:

- Respond to inquiries and requests
- Provide requested content, resources, demos, or product information
- Manage sales, marketing, and customer communications
- Operate, maintain, and improve our website
- Understand website traffic and visitor behavior
- Measure the performance of marketing campaigns
- Personalize website content and follow-up communications
- Manage leads, prospects, customers, partners, and business contacts
- Send newsletters, product updates, event invitations, and relevant marketing communications
- Support event registration and meeting coordination
- Analyze business interest in our products and solutions
- Improve our products, services, messaging, and user experience
- Protect our website, systems, users, and business operations
- Comply with legal, regulatory, contractual, or security obligations

We do not use personal information for purposes that are incompatible with the reasons for which it was collected, unless permitted by law or with appropriate consent.

3. HubSpot CMS, CRM, Forms, and Marketing Automation

Niagara Networks uses HubSpot to host and manage parts of its website and to support CRM, marketing automation, form processing, analytics, lead management, email communications, and campaign performance measurement.

When you interact with our website or marketing communications, information may be processed through HubSpot. This may include:

- Website visits and page views
- Form submissions
- Content downloads
- Campaign source and referral data
- Contact details submitted through forms
- Email engagement data

- Lead status and business communication history
- Consent and subscription preferences

We use this information to respond to requests, manage business communications, improve website performance, provide relevant content, and support B2B sales and marketing activities.

HubSpot provides tools for cookie consent banners that allow visitors to opt in or opt out of cookie tracking in HubSpot accounts, including on HubSpot pages and external pages using the HubSpot tracking code. HubSpot's Data Processing Agreement describes how HubSpot processes certain personal data in connection with its services, including data related to the use of HubSpot tracking code.

4. Cookies and Similar Tracking Technologies

Our website uses cookies, tracking pixels, tags, scripts, and similar technologies to operate the website, remember preferences, analyze website performance, understand visitor behavior, support marketing campaigns, and improve the relevance of our communications.

These technologies may be provided by Niagara Networks or by third-party service providers, including:

- HubSpot
- Google Analytics
- Google Ads
- LinkedIn Ads / LinkedIn Insight Tag
- Other analytics, advertising, event, or marketing platforms that we may use from time to time

Cookies and tracking technologies may help us understand:

- Which pages visitors view
- How visitors arrived at our website
- Which campaigns generated traffic
- Which forms are submitted
- Which resources are downloaded
- How users interact with emails and marketing campaigns
- Whether a visitor may represent a relevant business lead or account

Some cookies are necessary for the website to function. Others are used for analytics, personalization, advertising, or marketing measurement.

Where required by applicable law, we will request your consent before using non-essential cookies or similar tracking technologies. You may manage your cookie preferences through our cookie banner or through your browser settings.

Please note that HubSpot states that its consent banner applies to HubSpot cookies, while cookies placed by third-party scripts may require separate configuration or consent handling. Niagara Networks is responsible for configuring consent settings for third-party tools, such as Google Analytics, Google Ads, LinkedIn Insight Tag, or other tracking technologies, where applicable.

Disabling cookies may affect some website functionality or limit access to certain content.

5. Marketing Communications

If you submit a form, download content, request a demo, subscribe to our blog or newsletter, register for an event, or otherwise provide your contact details, we may use your information to send you relevant communications about Niagara Networks products, solutions, resources, events, and industry updates.

Where permitted by law, we may also contact business contacts where we have a legitimate interest in communicating about relevant Niagara Networks products, solutions, events, or resources.

Our marketing emails may include tracking technologies that help us understand whether an email was opened, which links were clicked, and how recipients engage with our content. We use this information to improve the relevance, timing, and quality of our communications.

You may opt out of marketing communications at any time by using the unsubscribe link included in our emails or by contacting us at:

privacy@niagaranetworks.com

Even if you opt out of marketing communications, we may still send transactional, service-related, legal, or security-related communications where appropriate.

6. How We Share Information

We may share personal information with trusted service providers, vendors, and business partners that help us operate our website, CRM, marketing automation, analytics, advertising, email delivery, event management, hosting, security, and business operations.

These may include:

- Website hosting and CMS providers
- CRM and marketing automation providers
- Analytics providers
- Advertising and remarketing platforms
- Email delivery platforms
- Event and webinar platforms
- IT, security, and cloud service providers
- Sales, channel, and business development tools
- Professional advisors, where required

These service providers are authorized to process personal information only as needed to provide services to Niagara Networks and are expected to protect information in accordance with applicable contractual and legal requirements.

We may also share limited business contact information with authorized channel partners, technology partners, representatives, or distributors where appropriate to respond to your inquiry, support a requested business interaction, or provide information about Niagara Networks products and solutions.

We may disclose information if required by law, regulation, legal process, governmental request, or to protect the rights, safety, property, or security of Niagara Networks, our users, our customers, or others.

We may also transfer information in connection with a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction.

7. Sale or Sharing of Personal Information

Niagara Networks does not sell personal information in the ordinary commercial sense. However, certain analytics, advertising, remarketing, or tracking activities may be considered a “sale,” “sharing,” or “targeted advertising” under some privacy laws. Where required by applicable law, we provide users with the ability to opt out of such activities.

Where required, you may opt out through our cookie preference tools, browser-based privacy signals where supported, or by contacting us at privacy@niagaranetworks.com.

8. Legal Bases for Processing

Where applicable privacy laws require a legal basis for processing personal information, we may rely on one or more of the following bases:

- Your consent
- Performance of a contract or pre-contractual communication
- Our legitimate business interests
- Compliance with legal obligations
- Protection of security, rights, and business operations

Our legitimate interests may include operating our website, responding to business inquiries, managing B2B relationships, improving our products and services, conducting marketing to business contacts, measuring campaign performance, and protecting our systems.

9. International Data Transfers

Niagara Networks is a U.S.-based company, and our website, CRM, marketing, analytics, and business systems may process information in the United States and other countries.

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If you access our website from outside the United States, your information may be transferred to, stored in, or processed in jurisdictions that may have data protection laws different from those in your country of residence.

Where required by applicable law, we use appropriate safeguards for international transfers, including contractual protections with service providers.

10. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including:

- Responding to inquiries
- Managing business relationships
- Providing requested content
- Supporting sales and marketing operations
- Maintaining CRM records
- Measuring campaign performance
- Complying with legal or contractual obligations
- Resolving disputes
- Maintaining security and audit records

When personal information is no longer needed, we will delete, anonymize, archive, or securely retain it in accordance with applicable legal, business, and security requirements.

11. Data Security

We use reasonable technical, administrative, and organizational safeguards designed to protect personal information from unauthorized access, disclosure, alteration, loss, misuse, or destruction.

These safeguards may include access controls, authentication, encryption where appropriate, vendor controls, secure systems, and internal policies limiting access to personal information based on business need.

However, no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security.

12. Your Privacy Choices and Rights

Depending on your location and applicable law, you may have certain rights regarding your personal information, including the right to:

- Request access to personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of personal information
- Object to or restrict certain processing activities
- Opt out of marketing communications
- Opt out of certain cookie, advertising, or tracking activities
- Request information about how your personal information is used or shared
- Withdraw consent where processing is based on consent

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To exercise these rights, contact us at:

privacy@niagaranetworks.com

You may also unsubscribe from marketing emails by using the unsubscribe link included in our communications.

We may need to verify your identity before fulfilling certain requests.

13. California Privacy Rights

If you are a California resident, you may have additional rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act, including the right to know what personal information we collect, use, disclose, sell, or share; the right to request deletion or correction; the right to opt out of certain sale or sharing activities; and the right not to be discriminated against for exercising your privacy rights.

To submit a request, contact us at:

privacy@niagaranetworks.com

14. European, UK, and Other International Privacy Rights

If you are located in the European Economic Area, United Kingdom, Switzerland, or another jurisdiction with similar privacy laws, you may have additional rights regarding your personal information, including rights of access, correction, deletion, restriction, objection, portability, and withdrawal of consent.

Where required, you may also have the right to lodge a complaint with your local data protection authority.

15. Children's Privacy

Our website, products, and services are intended for business users and are not directed to children. We do not knowingly collect personal information from children under the age of 13, or under the applicable age of consent in relevant jurisdictions.

If we become aware that we have collected personal information from a child without appropriate consent, we will take reasonable steps to delete such information.

16. Links to Third-Party Websites

Our website may contain links to third-party websites, platforms, or resources. Niagara Networks is not responsible for the privacy practices, content, or security of third-party websites.

We encourage you to review the privacy policies of any third-party websites you visit.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, technology, legal obligations, service providers, or privacy practices.

When we make changes, we will update the "Last Updated" date at the top of this page. In some cases, we may provide additional notice where required by law.

Your continued use of our website after changes are posted means that you acknowledge the updated Privacy Policy.

Contact Us

For questions, concerns, or requests related to this Privacy Policy or our handling of personal information, please contact us at:

Niagara Networks, Inc.

Email: privacy@niagaranetworks.com

Website: www.niagaranetworks.com