

Privacy Policy

Effective Date: April 08, 2025

Business Name: New Day Branding, LLC

Location: Greenwood, South Carolina, United States

Website: <https://newdaybranding.com>

1. Introduction

At New Day Branding, we value your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or engage with our services, including video content and analytics tools.

2. Information We Collect

a. Information You Provide:

- Contact form submissions (name, email, message)

b. Automatically Collected Data:

- Google Analytics 4 (GA4) tracks page visits, video interactions (e.g., play, pause, percent watched), session length, device type, browser, and referral source

3. Video Interaction Tracking

We use Google Tag Manager and Google Analytics to track user interactions with embedded YouTube videos. Tracked data includes when a video is played, paused, and how much of the video was watched. This data is anonymous and helps us improve our content strategy.

4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to monitor user interactions, analyze trends, and improve the website. Users can manage cookie settings through their browser preferences.

5. International Users (GDPR Notice)

If you are accessing this website from the European Union or countries that follow GDPR, you will be shown a cookie consent banner upon visiting our site. No tracking cookies or behavioral data collection (including video interaction tracking) will occur until you provide consent.

6. Third-Party Services

- Google Analytics 4 (GA4)
- Google Tag Manager
- YouTube video embeds

7. Data Retention

We retain collected data only for as long as necessary to provide our services and for legal and operational compliance.

8. User Rights

EU and international users may request access, correction, or deletion of their personal data at any time. To do so, contact us at the email address below.

9. Data Security

We implement reasonable safeguards to protect the information you provide. However, no method of transmission or storage is 100% secure.

10. Updates to This Policy

We may update this Privacy Policy periodically. The updated version will be posted here with the effective date.

11. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Email: info@newdaybranding.com