

Category of Personal Information	Examples	Sources	Primary Purposes	Disclosed To	Typical Retention
Identifiers	Name, email address, phone number, IP address, device identifiers	Directly from you (forms, email), automatically from your device	Provide and secure the Site, respond to inquiries, communicate, analytics	Service providers (hosting, security, analytics, CRM/email), professional advisors	Up to 24 months after your last interaction or until you opt out.
Commercial/Inquiry Data	Messages, inquiries, preferences, interactions with our content	Directly from you	Customer service, relationship management, marketing (with consent where required)	Service providers (CRM/email, customer support)	Up to 24 months after we resolve your inquiry or last interaction. If you become a client: related records may be retained longer under contract/accounting rules (often up to 7 years)—that can be handled in your services agreement, not this website table.
Internet/Network Activity	Pages viewed, links clicked, session data, approximate location from IP	Automatically via cookies and similar technologies	Operate the Site, improve content, measure performance	Analytics and hosting providers	14m analytics / 13m cookies / 90d logs
Professional/Business Info	Company, role/title (if provided)	Directly from you or publicly available business sources	B2B communications, partnerships	Service providers, advisors	Up to 36 months after last interaction (B2B cycle) or until you opt out.