**ITBroker.com**

# Privacy Policy

https://www.itbroker.com/legal/privacy-policy

*Effective November 3, 2026*

This policy explains what personal information we collect, why, who receives it, how long we keep it and what rights you have. We collect only what we need to answer you, send you what you asked for and run our sites. We do not sell personal information, and we do not use it for advertising.

This policy is issued by Information Technology Broker LLC, a Texas limited liability company ("ITBroker.com", "we" or "us"), 539 W Commerce St Ste 3900, Dallas, Texas 75208, United States. We are the controller of the personal information it describes: we decide how and why it is used.

It covers:

- our website at www.itbroker.com, including its forms, calculators and other tools;
- Contract Upload at uploader.itbroker.com;
- ITBroker.com Secret at secret.itbroker.com;
- the emails we send, and the calls you book with us.

It does not cover the work we do for clients under a Statement of Work. That work is covered by the client's agreement with us.

## 1. Summary

- **What we collect:** the first name and work email address you give us in our forms, what you ask for (a download, a tool result, a call), the figures you enter into a tool when you ask us to email the result, and where you first came to our site from. When you book a call, the booking details. Our servers and Cloudflare, our hosting provider, also see your IP address and browser details.
- **Why:** to send you what you asked for, prepare for and hold calls, follow up about what you asked about (you can opt out at any time), send our newsletter if you ask for it, keep our sites secure and understand which pages are useful.
- **Who receives it:** the vendors that run our sites, email and bookings (section 6). No one buys it from us.
- **How long:** section 7 lists each period.

- **Cookies:** first-party analytics cookies from Cloudflare Zaraz, which sends the data to Google Analytics from Cloudflare's servers, and security checks. You can block them in your browser without affecting the site. No advertising cookies. Details are in our Cookie Policy.
- **Your rights:** you can ask to see, correct, export or delete your information by emailing legal@itbroker.com (section 10).

## 2. Information you give us

### 2.1 Our forms

| Form | What it asks for | What happens next |
|---|---|---|
| Contact form | First name, work email, the reason you are getting in touch, and whether you want our newsletter | We add you to our contact list, tell our team about your request, and open our booking calendar so you can choose a time for a call. We may follow up about your request; you can opt out at any time. |
| Download forms (guides and reports) | First name, work email, the document you want, and whether you want our newsletter | We email you a link to the document. We may follow up about what you requested; you can opt out at any time. |
| Calculator and tool results | First name, work email, the tool, the figures you entered into it, and whether you want our newsletter | We email you the result or report. For some tools, the email includes a private link to your report that works for 90 days. We note the tool's category and, for some tools, the range your figures fall into (for example, a monthly spend band) and any contract notice date you entered. We may contact you about what you entered; you can opt out at any time. |

Each form asks for a work email address and does not accept free or disposable email services. The newsletter box is never ticked for you. Each form also sends the page you were on and the first-touch details described in section 3.3.

### 2.2 Booking a call

Our booking calendar is run by Cal.com. When you book, you give Cal.com your name, email address and anything else the booking page asks for. When you book after submitting our contact form, we pass Cal.com your name, email address, the reason you gave and the page you were on, so you do not have to type them again. Cal.com tells us about the booking (your name, email address, the time and the type of meeting). After you submit our contact form or a tool form, we may send you a link to book a call that fills in your name and email for you. That link is encrypted, carries only your name and email address, and stops working after 14 days. If you contact us and do not book a call, we send you one reminder email the next day with that link; we do not send further reminders.

### 2.3 Our newsletter

We send our newsletter only if you tick the box on one of our forms. Every newsletter has an unsubscribe link, and you can also ask us to unsubscribe you at legal@itbroker.com.

### 2.4 Email and other messages

When you email or call us, we receive your contact details and whatever you tell us, and we use them to reply.

### 2.5 Contract Upload (uploader.itbroker.com)

Contract Upload lets agents and partners share telecom and IT service contracts with us so we can build anonymized pricing benchmarks. To use it, you give us your work email address, and we email you a sign-in link that works for 15 minutes. For each document you upload, we keep the file, its filename, the service category you chose, its size, the time and the IP address it came from. We ask you to remove customer names, contact details and street addresses before you upload; a contract can still contain other people's business details, so upload only what you have the right to share. We use the documents to produce aggregated pricing figures (such as medians and averages per service) that do not identify any customer or person.

### 2.6 ITBroker.com Secret (secret.itbroker.com)

Secret lets you share a password or other sensitive text through a link that expires. Your browser encrypts the text before it leaves your device, and the key is part of the link you share, which never reaches our servers. We store only the encrypted text and the settings you chose, and we cannot read it. A secret is deleted when it expires (after at most 7 days), and its encrypted content is deleted earlier once it has been viewed the number of times you allowed or you delete it. Secret asks for no name or email address. We use your IP address only for the bot check and rate limits described in section 3.2, and we do not store it.

## 3. Information collected automatically

### 3.1 Server and security logs

Cloudflare, which hosts our sites, handles every request to them. It sees your IP address, the page you asked for, the time, your browser's user agent and the referring page, and it estimates your country from your IP address. Our own server code keeps short-lived logs of requests and errors for troubleshooting. We take care not to write email addresses or booking links into them.

### 3.2 Bot checks and rate limits

Our contact, download and tool forms, the sign-in page of Contract Upload, and the create and view pages of Secret use Cloudflare Turnstile to tell people from automated programs. It looks at signals from your browser, such as your IP address and user agent, and returns a pass or fail result to us. When we check the result, our server sends Cloudflare your IP address. We also count requests by IP address to limit abuse; these counts are not stored with your information,

except on Contract Upload's sign-in page, where we keep counts by email address and IP address for about two hours.

### 3.3 Where you came from

When you first arrive on www.itbroker.com, our site saves in your browser the page you landed on, the website that sent you (if any) and any campaign tags in the link (UTM tags). If you later submit one of our forms, these details are sent with it and added to your contact record, so we know which of our pages and campaigns are useful. They stay in your browser until you clear its storage.

### 3.4 Analytics

We use Google Analytics 4, run through Cloudflare Zaraz, to understand which pages and tools are used. Your browser does not load Google's script or contact Google. Zaraz sets first-party cookies on itbroker.com that hold a random visitor or session ID (listed in our Cookie Policy), and Cloudflare's servers forward the analytics data to Google Analytics. Google Analytics receives the pages you view, how you reached them, your approximate location, device and browser type, and events such as "a form was submitted" or "a tool was used". We do not send it your name or email address, and we do not use it for advertising. Analytics does not run on Secret.

**Your choice.** We do not show a cookie consent banner. To turn analytics off, block the analytics cookies in your browser settings; deleting them only resets them, because they are set again on your next visit. Blocking them does not affect how our site works.

### 3.5 Network tools

Some of our free tools look things up on the internet for you: the IP address tool shows your IP address and the network it belongs to; the DNS, email health and blacklist tools look up the domain or IP address you type. To do this, our server sends what you typed to public DNS services (Cloudflare and Google Public DNS) and, for the blacklist tool, to Spamhaus and other public blocklists. We do not store your lookups. If you ask us to email a tool's result, section 2.1 applies.

### 3.6 Embedded videos and players

Podcast pages and some blog posts embed videos from YouTube and audio players from Transistor. When a page with an embed loads, your browser connects to that service, which receives your IP address and browser details and may set its own cookies. Podcast pages use YouTube's privacy-enhanced mode.

## 4. How we use information, and our legal bases

If you are in the European Economic Area, the UK or Switzerland, the law requires us to name a legal basis for each use. "Legitimate interest" means the use is needed for an interest of ours or yours that your rights do not outweigh; you can object to it (section 10).

| Purpose | Information | Legal basis |
|---|---|---|
| Sending a download, tool result or report you asked for | Name, email, the item or tool, the figures you entered | Contract (doing what you asked for) |
| Answering your contact request, booking and preparing for calls, and the one reminder if you don't book | Name, email, reason, page, booking details | Legitimate interest in answering business inquiries; steps you asked for before a contract |
| Following up about what you asked about or entered in a tool (for example, a contract notice date) | Contact record, tool category and ranges | Legitimate interest in offering our services to businesses that asked about them; you can opt out at any time |
| Sending the newsletter | Name, email | Consent (the box you ticked); you can withdraw it at any time |
| Knowing which pages and campaigns bring inquiries | First-touch details, page | Legitimate interest in improving our site and marketing |
| Analytics | As in section 3.4 | Legitimate interest in understanding how our site is used; you can block the cookies in your browser at any time |
| Contract Upload benchmarks | Email, documents, upload details | Legitimate interest in producing anonymized pricing benchmarks; for the uploader's details, managing access to the service |
| Secret | Encrypted text and settings | Contract (providing the service you use) |
| Security, bot checks, rate limits and logs | IP address, browser details, request details | Legitimate interest in protecting our sites and the people who use them |
| Legal claims and requests from authorities | Any of the above, as needed | Legal obligation; legitimate interest in establishing, exercising or defending legal claims |

We do not make decisions about you that have legal or similarly significant effects by automated means alone. A failed bot check only stops a form from being sent; if that happens to you, email legal@itbroker.com and a person will help.

## 5. Information from other sources

- **Cal.com** tells us when you book or reschedule a call (section 2.2).
- **Cloudflare** estimates your country from your IP address.
- **People who know you**, such as a colleague or a partner who introduces you to us, may give us your business contact details.

We do not buy personal information, and we do not receive it from data brokers.

## 6. Who receives information

We share personal information with the vendors below, and only what each needs for its job. Each handles it under its own terms and data protection terms with us.

| Vendor | What it does for us | Information it receives |
|---|---|---|
| Cloudflare | Hosts our sites and tools; stores Contract Upload files and Secret's encrypted data; runs Turnstile bot checks, Zaraz and our server logs; sends Contract Upload email; DNS lookups for our network tools | Everything in sections 2 and 3 that passes through our sites |
| Loops | Our contact list and email: sends downloads, tool results, reports, the booking reminder and our newsletter, and our internal notices about new inquiries | Your contact record: name, email, what you asked for, tool details, first-touch details, newsletter choice, booking status; the emails we send you |
| Cal.com | Our booking calendar | What you enter when you book, and the name, email, contact reason and page we fill in for you |
| Google | Google Analytics (section 3.4); Google Public DNS for the DNS tool | Analytics data without your name or email; the domain you look up |
| Spamhaus and other public blocklists | Blacklist tool lookups | Only the IP address or domain you type into the tool |
| Our business email and calendar providers | Our team's email and calendar | Notices of your inquiry or booking, and email you send us |
| YouTube and Transistor | Embedded video and audio players | As in section 3.6; each acts under its own privacy terms |

We also share personal information:

- **with authorities**, when the law requires it, such as a valid subpoena or court order, or when we believe in good faith that it is needed to prevent serious harm to someone;
- **with our professional advisors**, such as lawyers and accountants, under a duty of confidentiality;
- **in a business transfer**, if our business or part of it is sold, merged or financed, with the other party, who must protect it as this policy does.

We do not sell personal information or share it for cross-context behavioral advertising, and we did not do so in the past 12 months.

## 7. How long we keep it

| Information | How long |
|---|---|
| Your contact record and its history (Loops) | Until you ask us to delete it or we no longer need it for the purposes in section 4. If you unsubscribe from the newsletter, we keep your email address on a suppression list so we do not email you again. |
| Download links in our emails | The link works for 365 days. |
| Private report links | The link works for 90 days. The report is rebuilt from the link each time; we do not store it. |
| Booking links | The link works for 14 days. Your name and email stay in your browser's session storage until you close the tab. |
| Booking details | In Cal.com and our calendar while we need them for our business records. |
| Analytics | Google Analytics keeps event-level data for the period set in our account, at most 14 months. |
| Server and error logs | A few days, as set by Cloudflare. |
| Contract Upload documents and upload details | As long as we need them for our services and pricing benchmarks. You can ask us to delete your uploads and email address (section 10). Sign-in links last 15 minutes and sessions 24 hours. |
| Secret | At most 7 days (section 2.6). |
| Emails you send us and our notices about inquiries | As long as we keep business correspondence. |
| Information needed for a legal claim or request | As long as the claim or request requires. |

When a period ends, we delete the information or remove what identifies you.

## 8. Where information is processed

We are a US company and process personal information in the United States. Our vendors process it where they operate. Cloudflare runs a global network, so a request may be handled at a Cloudflare location near you. If you use our sites from outside the United States, your information is sent to the United States. Where a vendor moves personal information out of the European Economic Area, the UK or Switzerland, it does so under the safeguards in its data protection terms, such as the EU-US Data Privacy Framework or standard contractual clauses.

## 9. How we protect information

We use reasonable technical and organizational measures, including encryption in transit (HTTPS) on all our sites, encrypted booking links, signed download and report links, bot checks and rate limits on our forms, end-to-end encryption for Secret, and access to Contract Upload

documents limited to our staff. No system is perfectly secure, and we cannot promise that information will never be accessed without permission. To report a security problem, email legal@itbroker.com.

## 10. Your rights

We give these rights to everyone, wherever you live. You can ask us to:

- tell you what personal information we hold about you and give you a copy (access);
- correct information that is wrong (correction);
- delete your information (deletion);
- give you your information in a portable, machine-readable format (portability);
- limit how we use it while a question about it is resolved (restriction);
- stop using it for a purpose based on legitimate interest (objection). We will stop unless we have compelling grounds that override your interests, or we need it for a legal claim. You can always object to follow-up about our services, and we will stop.

Where we rely on your consent, such as for the newsletter, you can withdraw it at any time. That does not affect what we did before.

**How to make a request.** Email legal@itbroker.com, or write to us at the address in section 15. Tell us what you would like us to do and the email address you used with us. We reply within the time the law sets, and within 45 days at most.

**Verification.** We confirm that a request comes from the person the information is about, usually by replying to the email address we hold for you. We use what you give us for verification only to verify you. An authorized agent can make a request for you if they show us a permission you signed; we may still ask you to confirm your identity with us directly.

**Complaints.** You can complain to us at legal@itbroker.com. If you are in the European Economic Area, the UK or Switzerland, you can also complain to your data protection authority (in the UK, the Information Commissioner's Office; in Switzerland, the Federal Data Protection and Information Commissioner).

Using these rights will never cost you anything or mean worse service from us.

## 11. US state privacy rights

This section is for residents of US states with consumer privacy laws, including California (the California Consumer Privacy Act, as amended by the California Privacy Rights Act, "CCPA"), Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia. It is also our notice at collection.

**Categories we collect, and collected in the past 12 months:**

| Category | What we collect | Collected |
|---|---|---|
| A. Identifiers | Name, email address, IP address, browser and analytics identifiers | Yes |
| B. Personal information under the California Customer Records statute | Name and email address | Yes |
| C. Protected classification characteristics | — | No |
| D. Commercial information | What you asked for: downloads, tool results, calls; ranges such as a monthly spend band you entered in a tool | Yes |
| E. Biometric information | — | No |
| F. Internet or other electronic network activity | Pages viewed, how you reached our site, tool use, server logs | Yes |
| G. Geolocation data | Approximate country or region estimated from your IP address; no precise location | Yes |
| H. Audio, electronic, visual or similar information | — | No |
| I. Professional or employment-related information | Your work email address and its company domain; anything about your business you tell us | Yes |
| J. Non-public education information | — | No |
| K. Inferences | The range your tool figures fall into: a monthly spend band or, for downtime-cost tools, an annual exposure band | Yes |
| L. Sensitive personal information | — | No |

**Sources, purposes and retention:** sections 2, 3, 4, 5 and 7.

**Disclosures for a business purpose.** In the past 12 months we disclosed categories A, B, D, F, G, I and K to our service providers and contractors (Cloudflare, Loops, Cal.com, Google and our business email and calendar providers) for the purposes in section 4. Section 6 lists every category of recipient.

**No sale or sharing.** We do not sell personal information, share it for cross-context behavioral advertising, use it for targeted advertising, or use it for profiling that produces legal or similarly significant effects. We have no actual knowledge of selling or sharing the personal information of anyone under 16. We offer no financial incentives for personal information.

**Your rights.** Depending on your state, you may have the right to know what personal information we collect, use and disclose; to access, correct and delete it; to get a portable copy; to opt out of sale, sharing, targeted advertising and profiling (we do none of these); to a list of the categories of third parties, or the specific third parties, we disclose it to (section 6); and not to

be discriminated against for using these rights. We give all of these rights to everyone (section 10).

**How to exercise them.** Email legal@itbroker.com or write to the address in section 15. We confirm receipt within 10 business days and verify your request as section 10 describes, including requests from an authorized agent.

**Appeals.** If we decline your request, you can appeal by replying to our decision or emailing legal@itbroker.com with "Appeal" in the subject line, within a reasonable time after our decision. We will tell you in writing what we decided and why, within the time your state's law allows. If we deny your appeal, you can complain to your state attorney general.

**Do Not Track.** There is no common standard for Do Not Track signals, so we do not respond to them. Because we do not sell or share personal information, there is nothing for a Global Privacy Control signal to opt you out of; you can block analytics cookies in your browser settings.

**California "Shine the Light".** We do not give personal information to third parties for their own direct marketing. California residents can ask us about this once a year at legal@itbroker.com.

## 12. Children

Our sites are for business use by adults. We do not knowingly collect personal information from anyone under 18. If we learn that we have, we delete it. If you think a child has given us personal information, email legal@itbroker.com.

## 13. Links to other websites

Our pages link to vendors and other websites. Their own privacy practices apply when you visit them.

## 14. Changes to this policy

When we change this policy, we update the effective date at the top. If a change materially affects how we use information we already hold, we will also tell the people affected by email where we can.

## 15. Contact

Questions about this policy or your information go to legal@itbroker.com, or by mail to:

Information Technology Broker LLC
539 W Commerce St Ste 3900
Dallas, Texas 75208
United States