



Privacy Policy

EmulatedCriminals.com Policy

DATE 05/22/2025



**Emulated
Criminals**

Introduction

Emulated Criminals, Co. (“**Emulated Criminals**,” “**we**,” “**us**,” or “**our**”) is an offensive security focused cybersecurity consulting company headquartered in Raleigh, North Carolina, operating in the United States and Canada. We are committed to protecting your privacy. This Privacy Policy describes what personal information we collect through our website and how we use, share, and protect that information. By using our website (“**Site**”), you acknowledge that your information will be handled as described in this Privacy Policy.

Information We Collect

We collect both information that you voluntarily provide to us (for example, by filling out our contact form) and information collected automatically when you use our Site. The types of data we collect include:

- **Information You Provide:** If you contact us through our Site (such as via our contact form), we collect the personal information you submit. This may include your name, email address, telephone number, company/organization name, and any other details you choose to provide in your message. We use a third-party service, Apollo.io, to power our contact form and manage inquiries, so the information you submit is transmitted to and stored securely by Apollo on our behalf (not on our own servers). We will use this information only to respond to your inquiry or request.
- **Information Collected via LinkedIn Insight Tag:** We use the LinkedIn Insight Tag (a snippet of code provided by LinkedIn) on our Site for analytics and advertising purposes. The LinkedIn Insight Tag places a unique LinkedIn cookie in your web browser and collects certain data about your visit. This data may include the URL of the pages you visit on our Site, the referring URL (the page you came from), your device and browser information (user agent), your IP address, and time stamps of your visits. LinkedIn uses this information to provide us with aggregated reports about our website traffic and the effectiveness of our LinkedIn advertisements, as well as to enable “retargeting” (showing our ads to you on LinkedIn after you’ve visited our Site, as described below). Importantly, the data collected via the LinkedIn Insight Tag is sent directly to LinkedIn – we do not see personal identifiers like your name or LinkedIn profile, only anonymized analytics. LinkedIn may associate your website visit with your LinkedIn account if you are a LinkedIn member, but LinkedIn does not share any personal data back with us in this process.

- **Information Collected via Apollo.io Tracking:** Our Site also utilizes Apollo.io for lead management and tracking. Apollo.io may use a tracking script or cookies on our Site to help identify and record when visitors engage with our Site. When you fill out our contact form, Apollo.io collects the information you submit (such as your name, email, phone, job title, company, and any message) and may also automatically collect additional data like your IP address and browser details at the time of your submission. Apollo.io's tracking may log what pages on our Site you visit and your interactions, which helps us gauge interest and follow up with prospective clients. For example, Apollo's system can record a website visitor's IP address and associate it with a company name or with your contact profile if you have submitted your information. All data collected through Apollo.io on our behalf is stored by Apollo.io in their systems; we do not maintain separate copies on our own web servers. Apollo.io acts as our service provider, and we use the information collected via Apollo solely for our internal business purposes (such as responding to your inquiry and understanding website engagement).
- **Device and Log Information:** Like most websites, our servers and third-party providers may automatically log certain technical information when you visit the Site. This can include your IP address, browser type, device type, operating system, date and time of access, and pages viewed. This information is generally collected by the LinkedIn and Apollo tools described above and by our web hosting logs. We use this information to ensure the Site's security and performance, and to analyze and improve our Site's functionality.

Cookies and Tracking Technologies: We and our third-party partners (LinkedIn and Apollo.io) use cookies and similar tracking technologies on our Site. Cookies are small text files placed on your device that allow us or our partners to recognize your browser and collect certain information. **Important:** We do *not* use a cookie consent banner on our Site; cookies (including third-party tracking cookies) are placed automatically when you visit the Site. By using our Site, you agree to the use of cookies as described in this policy. The cookies set by the LinkedIn Insight Tag and Apollo.io may collect the data outlined above to facilitate analytics and advertising functions. If you prefer not to accept cookies, you can manage or block them through your web browser settings at any time. Please be aware that disabling or deleting cookies may affect some features of our Site.

LinkedIn's cookies specifically help LinkedIn recognize you (if you are a LinkedIn member) in order to provide us with analytics and to show you relevant ads for Emulated Criminals on LinkedIn's platform. If you are a LinkedIn user, you can control how LinkedIn uses data from sites with the Insight Tag in your LinkedIn account privacy settings. For example, you may adjust your LinkedIn settings to opt out of personalized ads on LinkedIn. For non-LinkedIn

users, or to generally limit tracking, you can also disable cookies as noted above or use browser extensions to block trackers. (Note: We do not ourselves provide an on-site “opt-out” mechanism for these cookies beyond this notice and the steps described, since the tracking is third-party and can be managed through your browser or LinkedIn’s tools.)

How We Use Your Information

We use the personal information collected through our Site for the following purposes:

- **To Respond to Inquiries and Provide Services:** The primary way we use your information is to communicate with you. If you contact us or submit a request, we will use your provided contact information and message to respond to your inquiry, answer your questions, and carry out any services or consultations you request. For example, if you ask about our consulting services, we will use your email or phone number to reply and discuss your needs. We do *not* use your information to send mass marketing newsletters or promotional emails. You will only hear from us in direct response to your inquiry or in connection with providing the services you requested. We may follow up with you individually to ensure we address your inquiry, but we will not enroll you in any mailing list.
- **Site Analytics and Improvement:** We use data about how users interact with our Site (such as pages visited, time on site, and referral sources) to understand and improve our website. This includes using aggregated information provided by LinkedIn and Apollo.io to gauge the effectiveness of our content and marketing. For instance, LinkedIn provides us with summary reports about our website’s audience and how our LinkedIn ads are performing, without revealing personal identities. This information helps us understand what portions of our Site generate interest and how users find us, so we can refine our website and services. Apollo.io’s tracking data similarly helps us identify which companies or demographics are visiting our Site, allowing us to better tailor our outreach and website content to prospective client interests.
- **Advertising and Retargeting:** We may use the insights from the LinkedIn Insight Tag for advertising purposes. Specifically, the LinkedIn Insight Tag allows us to “retarget” visitors on LinkedIn. This means that if you visit our Site, we may later show you Emulated Criminals advertisements on LinkedIn’s network that are tailored to your interests in our services. For example, after you visit our Site, you might see an ad for Emulated Criminals on LinkedIn. This retargeting is enabled by LinkedIn’s use of the data collected through the Insight Tag. Importantly, this process does not involve us giving your personal data to LinkedIn; rather, LinkedIn uses the cookie data collected from your browser to recognize you within their platform. We receive reports on the

overall effectiveness of these ads (for instance, how many people viewed or clicked them), but we do not receive personal information on who saw or clicked our ads. If you prefer not to receive targeted ads from us on LinkedIn, you can adjust your LinkedIn privacy settings as noted above.

- **Security and Legal Compliance:** We may use information (particularly log and device information, such as IP addresses) to maintain the security of our Site, network, and systems. This includes monitoring for fraudulent or malicious activity and diagnosing technical issues. If we notice unusual activity (for example, repeated failed login or form submission attempts that may indicate abuse), we may use IP address logs to block or investigate those attempts in order to protect our Site and users. Additionally, we will use and retain personal information as necessary to comply with our legal obligations and to enforce our rights. For instance, we may keep records of communications or form submissions if needed to establish facts in the event of a legal claim.

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How We Share Your Information

Emulated Criminals does **not** sell, rent, or trade your personal information to any third parties for their own marketing or other purposes. We value your privacy and have a simple data-sharing policy: we only share your information in a few limited circumstances, as described below, and always in connection with operating our business or as required by law.

- **Service Providers (Apollo.io):** We share the information you provide (and certain automatically collected data) with Apollo.io, which is the third-party platform we use to manage contacts and inquiries. In practice, when you submit a contact form on our Site, you are directly providing your information to Apollo.io's systems on our behalf. Apollo.io stores that data for us and makes it available in our Apollo account. Apollo.io acts as our *data processor* or service provider – meaning they are contractually obligated to use your information only to provide services to Emulated Criminals (for example, organizing the information so we can respond to you, and analyzing site traffic for us). Apollo.io may also process some analytics about site visits (like IP addresses and activity) to help us identify interested companies or individuals. We do not permit Apollo.io to use the personal data of our Site visitors for its own independent purposes. For more details on Apollo.io's privacy practices, you may refer to Apollo's privacy policy, but in all cases, your data remains under our control and is used strictly for the purposes we've outlined.
- **Analytics and Advertising Partner (LinkedIn):** We also "share" data with LinkedIn through the use of the LinkedIn Insight Tag on our Site. In this context, sharing means

that LinkedIn is automatically collecting data from our Site visitors via the embedded LinkedIn script. As described above, information such as your IP address, browser info, and pages visited is sent to LinkedIn when you load our Site. This allows LinkedIn to provide aggregate analytics to us and to facilitate LinkedIn advertising (e.g., retargeting). We do not manually send any personal information about you to LinkedIn; all data collection is handled by the LinkedIn Insight Tag script. Furthermore, LinkedIn does not reveal your personal identity to us. We receive only aggregated data and statistics – for example, an anonymized report of how many people viewed a certain page or how an ad campaign is performing. LinkedIn handles the data it collects from our Site in accordance with its own privacy policy and may use it to improve its advertising services. However, as noted earlier, LinkedIn members can control the use of their data for advertising via their account settings on LinkedIn. Aside from LinkedIn (via this automated tag), we do not share your browsing information with any social media networks or advertising companies.

- **Legal Requirements and Protection:** We may disclose personal information to third parties outside of our organization if we believe in good faith that such disclosure is required to: (a) comply with any applicable law, regulation, legal process, or governmental request (for example, to respond to a subpoena or court order); (b) enforce our website Terms of Service or other agreements; (c) protect the rights, property, or safety of Emulated Criminals, our clients, or others; or (d) investigate or assist in preventing any violation of law. For instance, if law enforcement provides a lawful subpoena for certain data (such as contact form records), we may be obligated to provide such data. In all cases, we will only disclose the minimum amount of information necessary and will object to or limit disclosure if legally appropriate.
- **Business Transfers:** In the unlikely event that Emulated Criminals undergoes a business transaction such as a merger, acquisition, corporate reorganization, or sale of assets, your personal information may be transferred to the successor or acquiring entity as part of that transaction. If such a transfer occurs, we will ensure that your information remains subject to the same protections described in this Privacy Policy (unless, for some reason, you are notified otherwise and consent to any new terms). We will notify users via the Site or through other means if your personal data becomes subject to a different privacy policy as a result of a business transaction.

Aside from the situations described above, **we do not share your personal information with any other third parties.** This means we do not give out or exchange your information for third-party marketing, and we do not monetize your personal data in any way. In particular, **we do not sell your personal information** to anyone for any purpose. This holds true for all users, including those in the U.S. and Canada (and includes “selling” as defined under laws like the California Consumer Privacy Act). The only third parties who receive your data are Apollo.io

and LinkedIn (through the automated collection on our Site), as well as any authorities or parties we might be legally obligated to share with in special circumstances as noted.

International Data Transfer: Emulated Criminals is based in the United States, and Apollo.io and LinkedIn are U.S.-based companies (LinkedIn is headquartered in the U.S., and Apollo.io operates in the U.S.). If you are visiting our Site from Canada (or any other country), please be aware that any personal information collected from you will be transferred to and processed in the United States. The U.S. may not have the same data protection laws as your home jurisdiction, but please rest assured that we will protect your data as described in this Privacy Policy. By using our Site or submitting information to us, you consent to this transfer, storage, and processing in the U.S. We will take appropriate measures to ensure that your personal information remains protected in accordance with the commitments of this policy and applicable law, regardless of where it is processed.

Data Security

We take the security of your personal information seriously. Emulated Criminals has implemented reasonable and appropriate security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. These measures include technical, administrative, and physical safeguards designed to ensure the confidentiality and integrity of the data we hold. For example, our contact form data stored with Apollo.io is protected by Apollo's security protocols, and access to Apollo is restricted to authorized personnel in our company. Apollo.io and LinkedIn are established service providers that employ industry-standard security practices to safeguard data. (In the case of LinkedIn, the data collected via the Insight Tag is protected by LinkedIn's robust security measures and privacy controls) We also use secure transmission (HTTPS encryption) on our website to protect data submitted through the contact form.

Please note that while we strive to protect your information, no website, server, or database can be guaranteed to be 100% secure. Therefore, we cannot warrant absolute security of information. You are responsible for maintaining the security of your own login credentials and email accounts that you use to communicate with us. If you have reason to believe that your interaction with us or your information is no longer secure (for example, if you feel that the security of any account you used to contact us has been compromised), please notify us immediately using the contact information below so that we can investigate and resolve the issue.

Your Rights and Choices

You have certain rights and choices regarding your personal information and how it is used:

- **Managing Cookies/Tracking:** As discussed above, you can control the placement of cookies and tracking scripts. If you do not want to be tracked by cookies on our Site, you may delete or block cookies using your browser's settings at any time. You can also use private browsing modes or opt-out tools to limit tracking. Keep in mind that some functionality (such as the contact form or seeing localized content) may rely on cookies, so disabling them could affect your experience. For controlling LinkedIn-related tracking and ads, LinkedIn members can adjust their account privacy settings to limit the use of their data for advertising. For example, within your LinkedIn settings you can opt out of having LinkedIn use data from partner websites for ad targeting. We encourage you to make use of these tools if you wish to reduce targeted advertising.
- **Communications from Us:** Because we do not send promotional emails, you will not receive marketing communications from Emulated Criminals unless you have explicitly requested such updates. We may send you transactional or responsive emails (for instance, replying to your inquiry or providing information you asked for). If you do receive an email from us and wish not to be contacted further, simply let us know in your response, and we will honor that request. You can always reply to any email we send and state that you do not wish to receive further communication on the matter. We will not send you newsletters or add you to any mailing list without your consent.
- **Access and Correction:** You have the right to request access to the personal information we hold about you and to request corrections of any inaccuracies. For example, if you have submitted a contact form and want to know what information we have retained, or if you believe you entered a typo in your email address and want us to correct it, you can contact us to make that request. We will provide you with the information we have, and update or correct it as needed, within a reasonable time frame. For Canadian users: we will respond to requests to review or correct personal information in accordance with applicable Canadian privacy laws.
- **Deletion (Right to Erasure):** You may request that we delete the personal information you have provided to us (for instance, you can ask that we remove your contact details from our Apollo.io database after we have responded to your inquiry). We will honor such requests in line with applicable law. Note that we may need to retain certain information if we have an ongoing business relationship (e.g., if you become a client, we'll retain your contact for contract purposes) or if retention is required for legal reasons (such as record-keeping obligations). However, if the information is no longer needed, we will delete it upon your verified request. California residents, for example, have a right to request deletion of their personal information under the California Consumer Privacy Act (CCPA), and we extend similar courtesy to our users generally, subject to the same limitations.

- **California “Do Not Sell/Share” Rights:** As noted, we do not sell your personal information. If you are a California resident and you have questions about how your information is handled or wish to confirm that we do not sell or share your data beyond the purposes described, you may contact us. Because we only use your data for providing our services and for limited advertising through LinkedIn (which may be considered “sharing” for cross-context behavioral advertising under California law), we treat any such usage in compliance with the law. Should you ever wish to opt out of any potential “sharing” of your information for targeted advertising, please adjust your LinkedIn settings (as described above) or contact us and we will make sure to take appropriate measures.
- **Withdraw Consent (for Canadian Users):** If you are in Canada and you have provided consent for the collection or use of your personal information, you have the right to withdraw your consent at any time (subject to legal or contractual restrictions). For example, if you initially contacted us and then decide you do not want us to have or use your information any further, you can contact us to withdraw your consent. We will then stop any further use of your information and arrange for deletion of your data, provided it is feasible and permissible for us to do so. (Note: If you withdraw consent for us to use your information, and we have an ongoing service or communication with you, we will inform you if the withdrawal means we can no longer provide the relevant service or communication.)

To exercise any of your rights or choices described above, or if you have any questions about your rights, you can reach out to us using the contact information in the next section. We may need to verify your identity before fulfilling certain requests (for example, if you request access to or deletion of data, we want to ensure we are dealing with the correct person). We will respond to your inquiry or request as soon as reasonably possible, and in accordance with any timelines required by law.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us. We are here to help and will address your inquiries promptly. You can reach us in the following ways:

- **By Email:** Send an email to contact@emulatedcriminals.com.

We will endeavor to answer any questions you have about our privacy practices and to resolve any concerns to your satisfaction. If you contact us to exercise any of your privacy rights

(such as accessing or deleting your data), we will guide you through the process and let you know what to expect in terms of response time and any verification steps.

LinkedIn and Apollo.io – Further Information

Because our use of LinkedIn and Apollo.io is central to how we handle data, we want to ensure you have additional information about these services:

- **LinkedIn Insight Tag:** For more details on how LinkedIn handles data collected via the Insight Tag, you can review LinkedIn's Privacy Policy and Cookie Policy (available on LinkedIn's website). LinkedIn maintains that it employs strong security measures for Insight Tag data and that it only provides aggregated data to advertisers (like us) from this tool. LinkedIn members who do not want their site visit data used for ads can adjust their settings or opt out of ad targeting via LinkedIn's **Ads Settings**. LinkedIn also offers an opt-out for non-members for certain tracking cookies via browser cookie settings or industry opt-out sites. We encourage users to familiarize themselves with LinkedIn's policies if they are concerned.
- **Apollo.io Services:** Apollo.io is a sales intelligence and engagement platform. Our use of Apollo is primarily to store contact information and track website visitor interactions for business-to-business purposes. Apollo.io's privacy policy provides information on what data they collect and how they use it. Notably, Apollo.io may combine data you provide through our Site with its broader databases of business contact information, but it is committed to privacy and allows individuals to opt out of its prospect database. If you ever discover that Apollo.io has your information (for example, if they collected your data from public sources or via our interactions) and you wish to be removed, you can contact us or Apollo.io directly to request removal. Apollo.io's contact for privacy requests (as of this writing) is **privacy@apollo.io**. Again, any data Apollo collects from our Site is governed by our agreement with them, which restricts use to our specified purposes. We do not grant Apollo any rights to sell your personal data.

We include this section for transparency, so you know who our key partners are in data processing. If you have further questions about LinkedIn's or Apollo's involvement, please reach out to us.

Retention of Data

We will retain your personal information only for as long as necessary to fulfill the purposes we collected it for, including any legal, accounting, or reporting requirements. For example, if you submit a contact form inquiry but do not become a client or engage our services, we may retain your inquiry information for a certain period (e.g., 12 months) in case you have follow-up questions or to understand our inquiries volume, after which we will delete it from our active systems. If you become a client, we will retain your information for the duration of our business relationship and thereafter as needed for legal or record-keeping purposes. Data collected by LinkedIn Insight Tag is handled by LinkedIn and is subject to LinkedIn's retention practices (LinkedIn, for instance, pseudonymizes and deletes Insight Tag data within certain timeframes). Data in Apollo.io may be retained in our account until we delete it; we periodically review our stored contacts and purge data that is no longer needed.

When we no longer have a legitimate need or requirement to retain your personal information, we will securely delete or anonymize it. If for technical reasons (e.g., in backups) the data cannot be immediately deleted, we will ensure it is isolated and protected until deletion is possible.

Children's Privacy

Our Site and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you are under 18, please do not use this Site or send us any personal information. If we learn that we have inadvertently collected personal information from a child under the applicable age threshold without proper consent, we will delete that information as soon as possible. If you are a parent or guardian and believe we might have any information from or about a minor child, please contact us so that we can take appropriate action.

Updates to This Privacy Policy

We may update or revise this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. If we make any material changes to how we handle your personal information or to the policy's terms, we will notify you by posting a prominent notice on our Site (for example, a banner or popup notification) and/or by other means if appropriate. The "Effective Date" at the top of this Policy indicates when the Policy was last revised.

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information. Your continued use of our Site after any changes to this Policy constitutes your acceptance of the updated terms (to the extent permitted by law). If you do not agree with any updates or changes, you should stop using the Site and can contact us with any concerns.

Contact for Privacy Concerns

If you have any questions or concerns about this Privacy Policy or our data practices, please do not hesitate to contact us using the information provided in the **Contact Us** section above. We will do our best to address your issue and find a satisfactory resolution. Your privacy is important to us, and we welcome feedback.

Thank you for trusting Emulated Criminals with your information. We are dedicated to safeguarding your privacy while providing you with valuable consulting services.