

Privacy Policy

Last updated: January 30, 2026

Introduction.

Blue Marble Geographics (“**Company**”, “**us**”, “**our**” or “**we**”) respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes how we collect, process, retain, and disclose Personal Information about you when providing our websites, including but not limited to <https://www.bluemarblegeo.com>, <https://training.bluemarblegeo.com>, <https://geocalconline.com>, our software or any other site or application that may be designated by Company from time to time (our “**Applications**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to the information we collect:

- On our Applications.
- Via our software
- In communications, including e-mail, text, and other electronic messages between you and our Applications.
- When you interact with our advertising and applications (including mobile apps) on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Us, offline or through any other means, including on any other website operated by the Company or any third party, or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on our Applications.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Applications. By accessing, using, or interacting with our Applications, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of our Applications after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 16.

Our Applications are not intended for children under 16 years of age. No one under age 16 may provide any information to or on our Applications. We do not knowingly collect any Personal Information from children under 16. If you are under 16, do not use or provide any information on our Applications or on or through any of its features. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at: info@bluemarblegeo.com

California residents under 16 years of age may have additional rights regarding the collection and sale of their Personal Information. Please review your California privacy rights for more information.

Information We Collect About You and How We Collect It.

“Personal Information” is information that identifies, relates to, or describes, directly or indirectly, you as an individual, such as your name, email address, telephone number, home address, or payment information (for example, account information such as name, postal address, and email address, or any other identifier we may use to contact you online or offline).

We collect several types of information from and about users of our Applications, including:

- Personal Information;
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Applications, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Applications. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners.

Information You Provide to Us.

The information we collect on or through our Applications may include:

- Location information, including general geographic location such as country, state, province or city, and precise geolocation, if you have enabled and consented to location information collection.
- Information that you provide by filling in forms on our Applications, including any Personal Information. This includes information provided at the time of registering to use our Applications, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you report a problem with our Applications.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Applications and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Applications.
- Your search queries on our Applications.

You also may provide information to be published or displayed (hereinafter, “**posted**“) on public areas of our Applications, or transmitted to other users of our Applications or third parties (collectively, “**User Contributions**“). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that none of our security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of our Applications with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by any unauthorized persons.

Some of the information collected herein, such as geolocation information, may be considered sensitive data under certain laws. If required under applicable law, we will collect and process sensitive Personal Information only with your consent. If you chose not to provide or allow us to collect some information, we may not be able to provide you with requested features, services, or information.

Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Applications, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Applications, including traffic data, location data, logs, and other communication data and the resources that you access and use on our Applications.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

The information we collect automatically may include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Applications and to deliver better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Applications according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Applications.

The technologies we use for this automatic data collection may include:

- **Cookies.** A cookie is a small file placed on your device when you interact with the Applications. You may refuse to accept or disable cookies by activating the appropriate setting on your browser or device. However, if you select this setting, you may be unable to access certain parts of our Applications. Unless you have adjusted your browser setting, so that it will refuse cookies, our system will issue cookies when you direct your browser to our Applications.
- **Web Beacons.** Pages of our Applications and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those parts or opened an e-mail and for other related statistics (for example, recording the popularity of certain content and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies.

Some content or applications, including advertisements, on our Applications are served by third parties, including advertisers, ad networks and servers, content providers, application providers, and third-party tracking technologies such as the Meta Pixel and Google Ads tags, to analyze user activity and serve advertisements that may be of interest to you. These third parties may

use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Applications. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. The activity set forth in this paragraph constitutes ‘sharing’ for cross-context behavioral advertising under California law. You have the right to opt-out of this sharing at any time by emailing info@bluemarblegeo.com.

We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

We do not sell Personal Information for monetary value. However, we do ‘share’ personal information with third parties for cross-context behavioral advertising purposes, as defined by the California Privacy Rights Act. This includes the use of cookies, pixels, and other tracking technologies provided by partners such as Google, Meta, and LinkedIn. It is possible that this type of sharing may be considered a ‘sale’ under some applicable privacy laws. In the preceding 12 months, we have ‘shared’ the following categories of personal information for these purposes: Identifiers (such as cookie IDs and hashed email addresses) and Internet or Other Electronic Network Activity Information.

SaaS Services and Software Tracking Functionalities.

“**Tracking Functionalities**” means geographic location tracking features that may be included in our SaaS services and software that enable our collection and transmission of location data in connection with the SaaS services and software. You will have the option to opt-out of Tracking Functionalities by disabling the Tracking Functionalities within the SaaS services and software during installation, or as otherwise agreed upon between you and Company. You represent and warrant that you have obtained and will maintain any and all necessary consents and authorizations for the use of any (i) Tracking Functionalities and (ii) any information Company collects from, or creates additional data based from, your access to and use of Company’s SaaS services or software, including but not limited to IP addresses and access frequencies to the SaaS services and software, provided that such data will be insights, analytics and statistical information, including with respect to your own personnel or any third parties whom you grant access to the SaaS services or software pursuant to the agreement between you and Company which incorporates this policy. Company shall have no liability arising from your failure to obtain such consents and you hereby release Company from any such claims.

How We Use Your Information.

We use information that we collect about you or that you provide to us, including any Personal Information:

- To present our Applications and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account, including expiration and renewal notices.
- To improve our services and Applications.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

- To notify you about changes to our Applications or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Applications.
- In any other way we may describe when you provide the information.
- For targeted advertising purposes.
- For any other purpose with your consent.

We may also use your information to contact you about goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. For more information, see [Choices About How We Use and Disclose Your Information](#).

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria. We may share hashed identifiers (such as a hashed email address) with partners like Google to better measure the performance of our advertising campaigns and to connect your interactions on our website with your interactions with our ads on other platforms.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Blue Marble Geographics' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Blue Marble Geographics about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Website's Terms of Use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Blue Marble Geographics, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the Personal Information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies or other tracking technology files, or to alert you when cookies or tracking files are being sent. You can choose whether or not to allow the Applications to collect information through other tracking technologies by an opt-out method provided on the Applications. If you disable or refuse cookies or similar tracking files, please note that some parts of the Applications may then be inaccessible or not function properly. Some browsers include a “Do Not Track” (DNT) setting that can send a signal to the online services you visit indicating that you do not wish to be tracked.
- **Promotional Offers from the Company.** If you do not wish to have your contact information used by the Company to promote our own or third parties’ products or services, you can opt-out at any other time by sending us an e-mail stating your request to marketing@bluemarblegeo.com.

We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“**NAI**”) on the NAI’s website.

Accessing and Correcting Your Information

You can review and change your Personal Information by logging into our Applications and visiting your account profile page.

You may also send us an e-mail at info@bluemarblegeo.com to request access to, correct, or delete any Personal Information that you have provided to us. We cannot delete your Personal Information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you are a resident of Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, Virginia, or certain other states you may have similar rights to know the categories of data we collect, use and disclose, as well as potential rights to request corrections or deletions of your data. To submit a request to know, correct or delete, please send an email to info@bluemarblegeo.com. We may be required to take certain steps to verify your identity before processing your request.

Your State Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your Personal Information. The California Consumer Privacy Act (as amended by the California Privacy Rights Act) requires businesses to disclose whether they sell or share Personal Information. We may share and use Personal Information, as set forth in this policy, and disclose Personal Information for the “business purposes” provided in the table below and throughout this policy. Please see the California Privacy Protection Agency’s website at <https://oag.ca.gov/privacy/ccpa> for more information about your rights as a California resident. As stated above, some of the sharing we do may be considered a ‘sale’ of Personal Information under the CCPA, CPRA and other state privacy laws. To opt out of such sharing you can email us at info@bluemarblegeo.com or [click here](#) and select “Your Privacy Choices”, then toggle on the button titled “**Do not sell or share my personal information**”.

We may collect the Personal Information, including the categories listed in the table below. The table also lists, for each category, our expected retention period, use purposes, and whether we sell the information or share it with third parties for cross-context behavioral advertising.

Table 1:

Personal Information Category	Retention Period	Business Purpose	Sold or Shared
Geolocation Data	3 to 10 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login	No
Identifiers , such as real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, e-mail address, and account name.	3 to 10 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login, sharing for cross-context behavioral advertising	Yes
California Customer Records personal information , which includes a name	3 to 10 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login	No
Commercial information , such as products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	3 to 10 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login	No
Internet or other similar network activity , such as browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	1 to 3 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login, sharing for cross-context behavioral advertising	Yes

Sensitive Personal Information is a subtype of Personal Information consisting of specific information categories. We may collect or use information that falls within the sensitive Personal Information categories listed in the table below to infer characteristics about a person.

Table 2:

Sensitive Personal Information Category	Retention Period	Business Purpose	Sold or Shared
Complete account access credentials , such as usernames, account numbers or password hashes.	3 to 10 years	Sales, marketing, software registration and licensing, ordering, renewal, software upgrade, website login	No

Some browsers and browser extensions support the Global Privacy Control (“GPC”) that can send a signal to process your request to opt out for certain types of data processing, including

data "sales" as defined under certain laws. When we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPA setting as required by applicable law.

Nevada provides its residents with a limited right to opt-out of certain Personal Information sales. Residents who wish to exercise this sale opt-out rights may submit a request to this designated address: info@bluemarblegeo.com.

Right to Appeal

If we decline to take action regarding your request, we will inform you of our justification. You may appeal our decision within 60 days of receiving our response.

To submit an appeal, please email info@bluemarblegeo.com with the subject line "Privacy Request Appeal." In your appeal, please include details of your original request, the date of our response, and a brief explanation of why you believe our decision was incorrect. We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decision.

Data Security

We use commercially reasonable administrative, physical, and technical measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted.

The safety and security of your information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Applications, you are responsible for keeping this password confidential. You shall not share your password with anyone and shall not give out information in public areas of our Applications like message boards. The information you share in public areas may be viewed by any user of our Applications and we expressly disclaim any liability from any information, including Personal Information, shared by you in such public areas.

The transmission of information via the internet is not completely secure and although we do our best to protect your Personal Information, we cannot and do not guarantee the security of your Personal Information transmitted to our Applications. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our Applications.

Service Providers and Subprocessors

The following is a list of third parties that we utilize for the performance of processing Personal Information in line with this privacy policy.

Name	Contact	Description	Location
Google LLC	https://policies.google.com/privacy	Technologies: Google Ads, Google Analytics, Google Maps, Google Fonts, Google Tag Manager, Google AJAX, Google	Mountain View, CA, USA

		<p>Syndication, Google Play, YouTube Video, DoubleClick Ad, Conversion Linker, reCAPTCHA, gstatic.com.</p> <p>Provides digital advertising, web analytics, font rendering, video hosting, map display, and security services.</p>	
Meta Platforms, Inc.	https://www.facebook.com/about/privacy	<p>Technologies: Facebook Pixel, Facebook Social Plugins.</p> <p>Social media integration and advertising tracking services to measure ad effectiveness and build audiences.</p>	Menlo Park, CA, USA
Amplitude, Inc.	https://www.amplitude.com/privacy	<p>Technologies: Amplitude Analytics</p> <p>Collects first-party behavioral data (e.g., clicks, session duration) to assist with analytics and product improvement.</p> <p>We engage Amplitude as a Service Provider to process this data solely on our behalf.</p>	San Francisco, CA, USA
Usercentrics GmbH	datenschutz@usercentrics.com	<p>Technologies: Usercentrics Consent Management Platform.</p> <p>Manages user consent preferences for cookies and tracking technologies to ensure GDPR/CCPA compliance.</p>	Munich, Germany

Verisoul, Inc.	privacy@verisoul.ai	<p>Technologies: Verisoul.</p> <p>Identity verification and fraud prevention platform used to detect fake accounts and bots.</p>	Austin, TX, USA
Salesforce, Inc.	privacy@salesforce.com	<p>Technologies: Salesforce.</p> <p>Customer relationship management (CRM) platform for managing customer data.</p>	San Francisco, CA, USA
HubSpot, Inc.	privacy@hubspot.com	<p>Technologies: HubSpot.</p> <p>CRM and marketing software for inbound marketing, sales, and customer service.</p>	Cambridge, MA, USA
Stape, Inc.	privacy@stape.io	<p>Technologies: Stape.</p> <p>Server-side tagging solution for Google Tag Manager to improve data accuracy and privacy control.</p>	Dover, DE, USA
LinkedIn Corporation	https://www.linkedin.com/legal/privacy-policy	<p>Technologies: LinkedIn Insight Tag, LinkedIn Matched Audiences</p> <p>Collects device data (e.g., IP address, User Agent) and activity data to measure advertising performance and serve targeted ads.</p> <p>We disclose this data to LinkedIn (a Third Party) for cross-context behavioral advertising.</p>	Sunnyvale, CA, USA

Braze, Inc.	<p>https://www.braze.com/privacy</p> <p>Processes first-party user data (e.g., email, app activity) to send transactional and marketing communications (email, push notifications, in-app messages).</p> <p>We engage Braze as a Service Provider to process this data solely on our behalf.</p>	<p>Technologies: Braze Web SDK</p>	New York, NY, USA
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Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. You are responsible for periodically visiting our Applications and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

info@bluemarblegeo.com

GDPR Notice

The type of Personal Information we collect.

We currently collect and process the following information:

- Personal identifiers, contacts, and characteristics, including your real name, alias, account numbers, account name, password hashes, customer financial information, postal address, email address, telephone number, unique personal identifier, online identifier, Internet Protocol address, browser type, operating system, online activities including actions and patterns, browsing history, search history, internet connection, the equipment you use to access our Applications, usage details, search queries, user contributions to our Applications, traffic data, location data, logs and other communication data, your response to surveys, records and copies of your correspondences with us, details of the transactions you carry out through our Applications and the fulfillment of your orders.

How we get the Personal Information and why we have it.

Most of the Personal Information we process is provided to us directly by you in the ways set forth under **Information You Provide to Us** above.

We also receive Personal Information indirectly from the sources set forth under **Information We Collect Through Automatic Data Collection Technologies** above.

The technologies we use for this automatic data collection may include Cookies and Web Beacons, as described under **Information We Collect Through Automatic Data Collection Technologies** above.

We use the information that you have given us for the purposes described in **How We Use Your Information** above.

We may share this information with:

- Our subsidiaries and affiliates.
- Our contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and to use it only for the purpose for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Blue Marble Geographics' assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Blue Marble Geographics about our Applications users is among the assets transferred.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You can remove your consent at any time. You can do this by contacting us by mail at:

Blue Marble Geographics
22 Carriage Lane
Hallowell, Maine 04347 USA

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a legitimate interest.

How we store your Personal Information

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted.

The safety and security of your information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Applications, you are responsible for keeping this password confidential. You shall not to share your password with anyone and shall not give out information in public areas of the Applications like message boards. The information you share in public areas may be viewed by any user of the Applications

and we expressly disclaim any liability from any information, including Personal Information, shared by you in such public areas.

The transmission of information via the internet is not completely secure and although we do our best to protect your Personal Information, we cannot and do not guarantee the security of your Personal Information transmitted to our Applications. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Applications.

We may store the Personal Information categories listed in the Table 1 and Table 2 above.

Your data protection rights

Under data protection law, you have rights including:

Your right of access – You have the right to ask us for copies of your Personal Information.

Your right to rectification – You have the right to ask us to rectify Personal Information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure – You have the right to ask us to erase your Personal Information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your Personal Information in certain circumstances.

Your right to object to processing – You have the right to object to the processing of your Personal Information in certain circumstances.

Your right to data portability – You have the right to ask that we transfer the Personal Information you gave us to another organization, or to you, in certain circumstances.

Your right to lodge a complaint – You have the right to lodge a complaint with a supervisory authority (a government data protection regulator) in your country of residence if you believe our processing of your personal information violates applicable data protection laws.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

Blue Marble Geographics
22 Carriage Lane
Hallowell, Maine 04347 U.S.A.
+1 207 622 4622
info@bluemarblegeo.com

Complaints.

If you have any concerns about our use of your Personal Information, you can make a complaint to us at:

Blue Marble Geographics
22 Carriage Lane
Hallowell, Maine 04347 USA
+1 207 622 4622
info@bluemarblegeo.com