



Baker Group Privacy Policy

Effective Date: 3/9/2026

1. Introduction

At Baker Group, we respect the privacy of our clients, partners, and professional contacts. This policy explains what personal information we collect, how we use it, and the choices you have. By accessing or using the Service, you are consenting to the collection, use and disclosure of your information in accordance with this Privacy Policy. If you do not consent to the same, please do not access or use the Service.

We may modify this Privacy Policy at any time without any prior notice to you and will post the revised Privacy Policy on the Service. The revised Policy will be effective 180 days from when the revised Policy is posted in the Service and your continued access or use of the Service after such time will constitute your acceptance of the revised Privacy Policy. We therefore recommend that you periodically review this page.

2. Information We Collect

We do not automatically collect personal information from our website. We do not link personal information about specific individuals with any other information we collect, either on our website or in our facilities. We do collect personal information that is voluntarily provided while using our services.

This includes submitting a contact form, signing up for communications, registering for an event, or communicating with us via email or phone. The information you provide may include your name, business email address, phone number, job title, company, or similar information. We may also receive engagement data, such as clicks and views, from third-party platforms.

Our website uses cookies and similar technologies to improve your experience and analyze site traffic. In addition to our website, third-party services (such as LinkedIn) may use cookies, pixels, or similar tools to track engagement with our content. Please review their privacy policies for more information.

We do not intentionally collect sensitive data, such as precise geolocation, racial or ethnic origin, biometric data, or health information. Should that change, we will provide clear notice and an opportunity for you to opt out before collecting or using such data.



3. How We Use Your Information

We will use the information that we collect for the following purposes: improve our website, marketing/promotions, customer feedback collection, support, testimonials, targeted advertising, and user to user comments. If we want to use your information for any other purpose, we will ask you for consent and will use your information only on receiving your consent and then, only for the purpose(s) for which grant consent unless we are required to do otherwise by law.

4. How We Share Your Information

We will not transfer your personal information to any third party without seeking your consent, except in limited circumstances as described as: ad service, marketing agencies, analytics.

We require such third party's to use the personal information we transfer to them only for the purpose for which it was transferred and not to retain it for longer than is required for fulfilling the said purpose.

We may also disclose your personal information for the following: (1) to comply with applicable law, regulation, court order or other legal process; (2) to enforce your agreements with us, including this Privacy Policy; or (3) to respond to claims that your use of the Service violates any third-party rights. If the Service or our company is merged or acquired with another company, your information will be one of the assets that is transferred to the new owner.

5. Retention of Your Information

We will retain your personal information with us for users do not create accounts on our website or for as long as we need it to fulfill the purposes for which it was collected as detailed in this Privacy Policy. We may need to retain certain information for longer periods such as record-keeping / reporting in accordance with applicable law or for other legitimate reasons like enforcement of legal rights, fraud prevention, etc. Residual anonymous information and aggregate information, neither of which identifies you (directly or indirectly), may be stored indefinitely.

6. Your Rights & Choices

Depending on the law that applies, you may have a right to access and rectify or erase your personal data or receive a copy of your personal data, restrict or object to the active processing of your data, ask us to share (port) your personal information to another entity, withdraw any consent you provided to us to process your data, a right to lodge a complaint with a statutory authority and such other rights as may be relevant under applicable laws. To exercise these rights, you can write to us at info@thebakergroup.com. We will respond to your request in accordance with applicable law.

Do note that if you do not allow us to collect or process the required personal information or withdraw the consent to process the same for the required purposes, you may not be able to access or use the services for which your information was sought.



6. Cookies & Other Information

You may control cookies through the cookie consent banner or through your browser settings. To learn more about how we use cookies and your choices in relation to these tracking technologies, please refer to our [Cookie Policy](#).

The security of your information is important to us, and we will use reasonable security measures to prevent the loss, misuse or unauthorized alteration of your information under our control. However, given the inherent risks, we cannot guarantee absolute security and consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk.

7. Third Party Links & Use of Your Information

The security of your information is important to us, and we will use reasonable security measures to prevent the loss, misuse or unauthorized alteration of your information under our control. However, given the inherent risks, we cannot guarantee absolute security and consequently, we cannot ensure or guarantee the security of any information you transmit to us and you do so at your own risk.

8. Grievance / Data Protection

If you have any queries or concerns about the processing of your information that is available with us, you may contact us at Baker Group, 1600 SE Corporate Woods Drive, Ankeny, Iowa 50021 or via email at info@thebakergroup.com. We will address your concerns in accordance with applicable law.