The Beacon Method™

PRIVACY POLICY

Last update: 25 April 2026

Confidentiality Statement
This privacy policy outlines the information collected from visitors to our site and how it may be stored and processed by Beacon Method This website provides content and services for professional and consumer audiences and is not intended for persons under the age of 18. We do not knowingly collect or store any personal information provided by anyone under the age of 18. If you are a resident of the European Union (EU), please note that there are several provisions in this Privacy Policy that apply uniquely to you.

Personal data
We are committed to data security and privacy policy compliance with General Data Protection Regulation (EU) 2016/679 in how we use and share your personal information. This means, among other things, that we only use your data: fairly and lawfully to the extent necessary to represent you.

We recognize that information is an essential asset for your organization and take our responsibility seriously. Virtually all of our activities create information assets in one form or another and we have made sure that safeguards are in place to protect your personal information from loss, misuse, unauthorized use, access, accidental disclosure, alteration and destruction.

Information
We collect information about you that is limited to the type of information that can be found on a typical business card: such as first name, last name, job title, employer company name, work address, work email, and work phone number. In some cases, we may ask you to provide additional information, such as the size of the company you work for and the type of industry, in accordance with our Privacy Policy.

To improve and/or update the information provided, we may combine it with professional information or personal data collected from third party sources. Personal data referred to in this document includes the personal and professional information you provide, as well as information we obtain from third-party sources, both of which are generally combined into one record.

This site also automatically collects and stores certain information using cookies and similar technologies, including IP addresses, the region or general location of a computer or device accessing the Internet, browser type, operating system, page view history, and other usage information. This information helps us improve our website and we only use this information for statistical analysis purposes.

However, if a cookie can specifically identify a computer, mobile device or tablet ("Device"), or the person using that Device, and you are a resident of the EU, then this is personal data under the GDPR.

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Communications
Under the GDPR regulations **GDPR 2016/679**, after May 25, 2018, we may otherwise dispose of your personal data in certain circumstances if we obtained it legitimately and your rights and freedoms are not infringed.

We use personal information we collect to correspond with you, interest you in career opportunities, improve the services we provide and present relevant job information and services.

If we process your personal data for legitimate interests, we will do so in a considered and balanced manner, taking into account your data protection rights and other relevant laws. We will never share your personal information with a third party without your explicit consent, and then we will only share the personal information with that one company or individual.

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