

Privacy Policy

5FT View Consulting, LLC

Last Updated: April 4, 2026

1. Introduction

5FT View Consulting, LLC ("Company," "we," "us," or "our") is committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at <https://5ftview.com/>, use our Platform and Platform Services (as defined in our Terms of Service), or otherwise engage with us. This Privacy Policy does not govern any separate consulting or professional services agreements you may enter into with us.

Please read this policy carefully. If you disagree with its terms, please discontinue use of our Site and Platform Services.

2. Information We Collect

We may collect the following types of information:

a. Information You Provide Directly

- Full name
- Email address
- Phone number
- Business name and address
- Account registration and profile information
- Consultation requests and scheduling information
- Any other information you voluntarily submit through forms, emails, or communications

b. Information Collected Automatically

When you visit our Site or use the Platform, we may automatically collect:

- IP address

- Browser type and version
- Pages visited and time spent
- Referring URLs
- Device and operating system information
- General location data (such as city/region)

c. Information from Third-Party Platforms

We use Caldor CRM, a white-labeled CRM and automation platform built on GoHighLevel (GHL) to manage client communications, accounts, funnels, and scheduling. Information you provide through our funnels, forms, client portals, or booking pages may be collected and stored within the Caldor Dynamics GHL platform infrastructure. GHL acts as a sub-processor of your data in connection with these services.

d. Payment and Subscription Information

When you purchase a subscription or other paid Platform Services, we collect:

- Subscription plan details and billing cycle
- Billing contact information (such as name, email, and billing address)
- Transaction history and order details
- Limited payment method details (such as the last four digits of a card and card brand, if returned by our payment processor)

We use Stripe as our third-party payment processor to handle credit card and other payment method transactions. Stripe collects and processes your payment card information (e.g., card number, expiration date, security code) directly; we do not collect or store full payment card numbers on our servers. Your use of Stripe is subject to Stripe's own Privacy Policy (<https://stripe.com/privacy>) and terms.

3. How We Use Your Information

We use the information we collect to:

- Schedule and manage consultations and appointments
- Create and manage your account and access to the Platform

- Provide, operate, and maintain the Platform and Platform Services
 - Communicate with you via email, phone, voicemail, and SMS
 - Deliver our fractional services where applicable (subject to separate agreements)
 - Process subscriptions, payments, and billing, including renewals and cancellations
 - Respond to inquiries and provide customer support
 - Send you relevant updates, notices, and follow-up communications
 - Improve and optimize our Site, Platform, and service offerings
 - Detect, prevent, and address fraud, security, or technical issues
 - Comply with legal obligations and enforce our Terms of Service
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4. SMS Messaging and Communications

By providing your phone number and opting in to receive SMS messages from 5FT View Consulting, LLC, you consent to receive text messages related to consultation scheduling, account or Platform notifications, appointment confirmations, and related updates.

Opt-Out: You can cancel SMS messages at any time by texting "STOP" to 888-996-0558. You will receive a confirmation message and will no longer receive SMS communications from us unless you opt in again.

Help: Text "HELP" to 888-996-0558 or contact us at info@5ftview.com for assistance.

Message & Data Rates: Message and data rates may apply. Message frequency varies — you may receive messages daily, weekly, or monthly depending on your activity and settings.

Carrier Disclaimer: Carriers are not liable for delayed or undelivered messages.

No Sharing for Third-Party Marketing: We do not sell, rent, or share your phone number or SMS opt-in data with third parties for their own marketing purposes.

5. How We Share Your Information

We do not sell your personal information. We may share your information only in the following circumstances:

Service Providers: We may share information with trusted third-party vendors who assist us in operating our Site, processing payments, and delivering Platform Services, including:

- **Caldor CRM/ GoHighLevel** — CRM, communication automation, funnels, client portals, and scheduling. Caldor CRM is a white-labeled platform built on GoHighLevel infrastructure. GoHighLevel serves as a sub-processor of personal data in connection with these services and maintains its own data processing and security practices. For more information on GoHighLevel's data practices, please visit <https://www.gohighlevel.com/privacy-policy>.
- **Stripe** — Payment processing for subscriptions and transactions
- Email service providers, hosting providers, analytics tools, and other technology vendors

These service providers are bound by confidentiality obligations and may only use your information as necessary to provide services to us or as required by law.

Legal Compliance: We may disclose information if required by law, regulation, or legal process, or if we believe in good faith that such disclosure is necessary to protect our rights, your safety, or the safety of others.

Business Transfers: In the event of a merger, acquisition, reorganization, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.

With Your Consent: We may share information for any other purpose with your explicit consent.

6. Cookies and Tracking Technologies

Our Site may use cookies and similar tracking technologies to enhance your browsing experience. Cookies are small files stored on your device that help us:

- Remember your preferences and settings
- Analyze Site traffic and usage patterns
- Improve Site functionality and performance

You may disable cookies through your browser settings. If you disable cookies, some features of the Site or Platform may not function properly.

7. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements. When your information is no longer needed, we will securely delete or anonymize it.

Billing and Subscription Data: We retain transaction records, invoices, and payment-related information for a period necessary to comply with applicable tax, accounting, and legal record-keeping requirements (commonly several years, depending on your jurisdiction). Consult your legal or tax advisor for the specific retention period that applies to you.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards to help protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

9. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request that we correct inaccurate or incomplete information.
- **Deletion:** Request that we delete your personal information, subject to certain exceptions.
- **Restriction/Objection:** Request that we restrict or object to certain processing activities, where applicable law provides such rights.
- **Opt-Out of SMS:** Opt out of SMS communications at any time by texting "STOP" to 888-996-0558.

- **Do Not Sell:** We do not sell personal information; no "do not sell" opt-out is required for this purpose.

To exercise any of these rights, please contact us at info@5ftview.com.

California Residents: If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA), including the right to request more details about the categories and specific pieces of personal information we collect, the right to know the categories of third parties and sub-processors with whom we share your information, and the right to request deletion of your personal information, subject to certain exceptions.

EU/UK Residents: If you are located in the European Union or United Kingdom, you may have additional rights under the General Data Protection Regulation (GDPR), including the rights to data portability, to object to processing, to request information about sub-processors handling your data, and to lodge a complaint with a supervisory authority.

10. Children's Privacy

Our Site and Platform are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected information from a child under 13, please contact us at info@5ftview.com and we will take steps to delete such information.

11. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites, and your use of third-party sites is subject to their own privacy policies and terms. We encourage you to review the privacy policies of any third-party sites you visit.

12. Third-Party Platforms and Sub-Processors (Caldor CRM/ GoHighLevel and Stripe)

We use third-party platforms to power key components of our Platform Services:

Caldor CRM/ GoHighLevel: We use Caldor CRM to power our CRM, communication automation, funnels, client portals, and scheduling systems. Caldor CRM is a

white-labeled platform built on and powered by GoHighLevel (GHL). When you interact with our forms, booking pages, client portals, or automated communications, your data is processed through this platform infrastructure. GHL functions as a sub-processor of personal data in connection with these services. GHL maintains its own privacy and data security practices; for more information, please visit <https://www.gohighlevel.com/privacy-policy>. We ensure that our use of this platform complies with applicable data protection requirements.

Stripe: We use Stripe to process subscription payments and other transactions. Stripe collects and processes payment card information directly and does not share your full card number with us. Stripe's use of your information is governed by Stripe's Privacy Policy (<https://stripe.com/privacy>) and is subject to applicable payment card industry security standards (PCI DSS).

Your use of features powered by these third-party platforms may be subject to their respective terms of service and privacy policies. We are not responsible for their independent data practices, but we take reasonable steps to ensure that the vendors we choose maintain appropriate security and privacy safeguards.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this document. We encourage you to review this policy periodically to stay informed about how we are protecting your information. Your continued use of our Site or Platform after any changes constitutes your acceptance of the updated Privacy Policy.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us:

5FT View Consulting, LLC 10325 Kensington Parkway #28 Kensington, MD 20895

Email: info@5ftview.com

Phone: 888-996-0558

Website: <https://www.5ftview.com/>