

Privacy Policy

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Effective Date: January 1, 2025

Blueheights Aviation ("we," "us," or "our") operates the <https://blueheightaviation.com> website (referred to as the "Service"). This Privacy Policy explains how we collect, use, and disclose your personal data, and it outlines your choices regarding that data. By using our Service, you agree to the collection and use of information as described in this policy. This Privacy Policy complies with the latest guidelines from Google Ads policies and applicable data protection laws.

Definitions

- Service: The website <https://blueheightaviation.com> operated by Blueheights Aviation.
- Personal Data: Any information about a living individual that can be used to identify them.
- Usage Data: Information automatically collected when using the Service (e.g., device type, IP address, and browsing behavior).
- Cookies: Small data files stored on your device to track and improve website functionality.

Information We Collect

Types of Data Collected

1. Personal Data

We may request certain personally identifiable information to contact or identify you, including:

- Name
- Email address
- Phone number
- Address (including State, Province, ZIP/Postal Code, and City)
- Payment details (for bookings)

2. Usage Data

We collect Usage Data automatically when you interact with our Service, including:

- IP address
- Browser type and version
- Device information
- Pages visited, time spent, and referral source
- Diagnostic and performance data

3. Tracking Technologies and Cookies

We use cookies and similar tracking technologies to analyze website activity and enhance user experience.

- Session Cookies: For session management.
- Preference Cookies: To remember user preferences.
- Analytics Cookies: To gather usage data and improve functionality.
- Advertising Cookies: To deliver personalized advertisements as per Google Ads policies.

4. How to Manage Cookies:

You can disable cookies through your browser settings, but this may affect the functionality of the Service.

How We Use Your Information

- To provide and maintain our Service.
- To notify you about changes or updates to the Service.
- To personalize and optimize your experience, including targeted advertising.
- To enable participation in interactive features of the Service.
- To improve website performance through analytics.
- To comply with legal obligations and prevent fraud or misuse.

Google Ads Policy Compliance

- Data collected is used to deliver relevant advertisements.
- We do not use sensitive information for ad targeting, as per Google guidelines.
- Users can control ad personalization through Google Ads Settings: <https://adssettings.google.com>.

Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us:

- **Email: sales@blueheightaviation.com**
- **Website: <https://blueheightaviation.com>**