UNIFIED LINC, LLC

Privacy Policy

Effective date: October 2026 · unifiedlinc.com

Unified Linc, LLC ("Unified Linc," "we," "us") provides back office, HR, accounting, operations and systems support to healthcare staffing agencies, construction companies and other small businesses. This policy explains what personal information we collect, how we use it, who we share it with and the choices you have.

It applies to:

- unifiedlinc.com and explore.unifiedlinc.com
- our online shop at shop.unifiedlinc.com
- our forms, scheduling pages, digital business cards, emails and text messages
- the Deal Sheet Calculator and other Unified Linc software
- our Agency Partner Network and Facility Staffing Network

It does not cover websites or services run by others that we link to, such as YouTube, LinkedIn, Instagram, Apple Podcasts or Spotify. Those have their own policies.

We do not sell your personal information for money. We never ask for Social Security numbers, bank account numbers, passwords or health records through our website forms.

1. Information we collect

Information you give us

WHERE	WHAT WE COLLECT
Contact, quote and scope forms	Name, business name, email, phone, role, industry, company size, and what you need help with
Free resources and assessments	Name, email, business details and your answers, so we can send results and related resources
Scheduling (Zoho Bookings)	Name, email, phone, the time you pick and anything you share about your call
Agency Partner Network	Agency name, contacts, disciplines, states served, licensing and capacity details
Facility Staffing Network	Facility name, contact information, staffing needs, how you staff today and whether you have openings now
Shop purchases	Name, email, billing details and order history. Payments are handled by PayPal, Stripe, Square or Zoho Payments; we do not see or store full card numbers
Deal Sheet Calculator and other software	Account details (name, email, company) and the rates, margins and deal information you enter
Emails, calls and messages	What you choose to tell us

Information collected automatically

- **Usage data:** pages visited, links clicked, time on page, referring site, device and browser type, and approximate location based on IP address.
- **Location based content:** some of our pages, such as our Facility Staffing Network page, use your IP address to estimate the state you are in so we can show information relevant to your area. Your browser sends your IP address to our location provider (IPinfo, with ipapi as a backup), which returns an approximate state. We use only the state, we do not store your IP address, and we do not add the result to your contact record. You can change the state shown on the page at any time, and your choice may be remembered in your own browser. If the lookup is blocked or fails, the page simply shows general content.
- **Campaign links:** links in our emails, social posts, digital business cards and printed QR codes include tracking tags (UTM codes). They tell us which link or QR code brought you to our site. They do not identify you on their own.
- **Cookies and similar tools:** used by our website platform and analytics to keep the site working and to understand how it is used. Meta and LinkedIn advertising tags also record visits so we can measure and target our ads. See section 5.

Information from others

- People you work with may share your contact details with us, for example when a referral partner introduces you.
- We may look up publicly available business information, such as company websites, job postings and professional profiles, to prepare for a call or to find businesses that may benefit from our services.

Digital business cards

Our team's digital business cards let you save a contact file to your phone. That file stays on your device. We only learn that the card page was visited and which link was clicked.

2. How we use your information

- Respond to your requests, schedule calls and send quotes or proposals
- Deliver the services and software you sign up for, including support and billing
- Match agencies and facilities through our Partner and Facility networks
- Show content relevant to your approximate location, such as staffing information for your state
- Send the resources you request, plus newsletters, podcast updates and offers. You can unsubscribe at any time
- Send text messages you have agreed to receive (see section 6)
- Show Unified Linc ads on Meta (Facebook and Instagram) and LinkedIn, and measure how those ads perform
- Understand which pages, campaigns and QR codes work, and improve our website and services
- Keep our systems secure, prevent fraud and meet legal, tax and accounting obligations

3. Client data we handle while delivering services

When a business hires us for bookkeeping, payroll, HR, billing, credentialing support or similar work, we may access information about that client's employees, clinicians, subcontractors and customers. This can include pay rates, tax forms, timesheets, employment records and banking details needed to run payroll.

- We handle this information on our client's behalf and under our client agreement, not for our own marketing.
- We access it inside the client's own systems or approved partner platforms, such as their accounting, payroll or CRM software, wherever possible.
- We collect sensitive items like Social Security numbers and bank details only through secure systems, never through website forms or email attachments when it can be avoided.
- We do not ask for or store patient health records. Healthcare staffing clients keep clinical records in their own compliant systems.
- When our engagement ends, we return or delete client data as our agreement requires, unless the law requires us to keep it longer.

If you are an employee or contractor of one of our clients and have questions about your information, please contact that employer first. We will help them respond.

4. How we share information

We do not sell or rent your personal information for money. We share it only in these cases:

Service providers that help us run the business, under agreements that limit their use of the data:

PROVIDER	WHAT IT DOES FOR US
Zoho (Sites, LandingPage, Forms, Bookings, CRM, Commerce, Books, Analytics, Catalyst)	Website hosting, forms, scheduling, customer records, the online shop, invoicing, reporting and our software
Google (Google Analytics 4)	Website traffic reporting
Meta (Meta Pixel)	Measuring and targeting our ads on Facebook and Instagram
LinkedIn (Insight Tag)	Measuring and targeting our ads on LinkedIn
IPinfo and ipapi	Estimating a visitor's approximate state from their IP address so our pages can show location relevant content
YouTube	Podcast videos embedded on our pages
PayPal, Stripe, Square and Zoho Payments	Payments for the shop, software subscriptions and invoices
Text messaging provider	Sending the text messages you agree to receive
Payroll and benefits partners	Delivering payroll and benefits services that clients choose

- **Network introductions:** when you join the Agency Partner Network or Facility Staffing Network, we share the business details needed to make an introduction, only for the opening or opportunity involved.
- **Professional advisors:** our attorneys, accountants and insurers, under confidentiality.
- **Legal reasons:** when required by law or to protect the rights and safety of Unified Linc, our clients or others.
- **Business changes:** if Unified Linc is involved in a merger, sale or similar transaction, information may transfer to the new owner under this policy.
- **With your permission** for anything else.

5. Cookies, analytics and advertising

Our website platform uses cookies that the site needs to work. We use Google Analytics 4 to understand how visitors use the site. It sets cookies that collect usage data, which Google processes for us.

We also use the Meta Pixel and the LinkedIn Insight Tag. They let Meta and LinkedIn record that you visited our site and which pages you viewed, so we can measure our ads and show Unified Linc ads to people who have visited (often called retargeting). Meta and LinkedIn may combine this with information they already have about you, under their own privacy policies. Under some state privacy laws, this can count as sharing personal information for targeted advertising. You can opt out at any time (see section 7).

Pages that show location based content may store the state you selected or that was estimated for you in your browser's local or session storage, so the page does not need to look it up again. You can clear this by clearing your browser's site data.

You can block or delete cookies in your browser settings, opt out of Google Analytics with Google's browser add on at tools.google.com/dlpage/gaoptout, and manage ad preferences in your Facebook, Instagram and LinkedIn settings. Embedded YouTube videos may set their own cookies when you play them.

6. Text messages (SMS)

We send text messages only to people who agree to receive them, for example by checking the text message box on one of our forms or by texting us first. Messages may include appointment reminders, replies to your questions, service updates and, if you opt in, occasional offers.

- Message frequency varies. Message and data rates may apply.
- Reply STOP at any time to opt out, or HELP for help. You can also email info@unifiedlinc.com.
- Agreeing to receive texts is never a condition of buying anything from us.
- We do not sell or share your mobile number or text messaging consent with third parties or affiliates for their marketing purposes. Your opt in information is shared only with our text messaging provider, which sends the messages for us.

7. Your choices and rights

- **Email:** every marketing email has an unsubscribe link. We will still send messages about services or orders you have with us.
- **Text messages:** reply STOP to any text to stop receiving them.
- **Location based content:** choose a different state on the page at any time, or use a browser setting or extension that blocks the lookup. The page will show general content instead.
- **Access, correction and deletion:** you can ask what personal information we hold about you, ask us to correct it, or ask us to delete it. Some states, including California, Virginia, Colorado and others, give residents these rights by law. We honor these requests for everyone where we reasonably can.
- **Opt out of targeted advertising:** email info@unifiedlinc.com with the subject "Do not share my information" and we will stop sharing your information with Meta and LinkedIn for advertising. You can also block third party cookies in your browser or change your ad settings on those platforms.

To make a request, email info@unifiedlinc.com. We may need to confirm your identity first, and we will respond within 45 days. We will not treat you differently for using your rights.

8. How long we keep information

We keep information only as long as we need it for the purposes in this policy. Leads and contacts stay in our CRM until you ask us to remove them or they are no longer useful. Client and billing records are kept as long as tax, accounting and employment laws require, usually up to seven years. Client data handled for services follows the client agreement.

9. Security

We use reasonable safeguards, including access controls, two factor sign in on our business systems and encrypted connections on our websites. No system is completely secure, so please do not send sensitive details like Social Security or bank account numbers by email or website form.

10. Children

Our website and services are for businesses and adults. We do not knowingly collect information from children under 13. If you believe a child has given us information, contact us and we will delete it.

11. Changes to this policy

We may update this policy as our services change. We will post the new version on this page with a new effective date. If we make a significant change, we will let current clients know by email.

12. Contact us

Unified Linc, LLC
2021 Fairmont Lane, Naples, FL 34120
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Website: unifiedlinc.com