

SOLUTIONS MARKETING VIP

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THE PRIVACY ADVANTAGE: YOUR DATA STAYS YOURS

A free guide: protect your business data, question every provider

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When you hire someone to improve your online visibility, you entrust them with something valuable: your business information, your target clientele, your strategy. Most marketing providers quietly route all of it through advertising giants like Google, feeding the same surveillance machine your competitors feed. We work differently. This page explains exactly how.

WHAT TYPICAL PROVIDERS DO WITH YOUR DATA

- Everything runs on Google accounts: Gmail, Google Drive, Google Analytics, Google Workspace.
- Your business data sits on servers optimized for profiling. Google's business model is advertising.
- Your strategic documents live in someone else's cloud, under terms of use you have never read.
- When you leave, extracting your data is treated as a favor, not a right.

WHAT WE DO DIFFERENTLY

No Google ecosystem

Our email, storage, calendars and file sharing run on Proton, the encrypted Swiss service built precisely to not profile its users. Your reports and strategy never transit through advertising-optimized infrastructure.

End-to-end encrypted

Communications between you and us are protected by zero-access encryption: even the service provider cannot read them, and neither can anyone intercepting them.

Local-first analysis

Your website audit runs on our own machines, on our own operating systems, not on rented cloud platforms that log every request. The raw analysis never leaves our custody.

No tracking by default

We embed no tracking pixels in our own materials, and your main website stays tracker-free, always. We never install analytics that harvest your visitors without your agreement. Our audit measures the technical health of your site. It profiles no one.

What about your Facebook Ads?

We offer Facebook Ads management, and we do it without compromising anything above. How? Through the one-page rule. The Meta Pixel is installed on a single page: the landing page built specifically for your campaign. Your main site, where your organic rankings live, remains completely tracker-free. Your visitors are informed of the pixel's presence through a disclosure banner, you sign a written consent, and the day you stop advertising, the pixel is removed leaving nothing behind. Tracking, with us, is an informed and temporary choice, never a permanent backdrop.

A website that practices what it preaches

Our own website loads zero trackers, zero third-party fonts, zero CDNs, zero analytics. Nothing calls home. Privacy is coded into the site itself. Check for yourself with any tracker-detection tool: we pass. Most of our competitors do not.

Your data is yours, in writing

Every report, every audit, every document produced for you is delivered in standard formats. If we part ways tomorrow, you already hold everything.

A LIVE TEST YOU CAN RUN RIGHT NOW

Do not take our word for it. Verify. Open our website in any tracker-detection tool (Blacklight, Privacy Badger, or your browser's protections panel). You will find it silent: no advertising networks, no fingerprinting, no Google fonts, no analytics tags. Then run the same test on any other marketing provider's site. The difference is not an argument. It is proof.

We invite you to do the same with this document: it was generated on our own machines and delivered directly. No platform between us watched it happen.

WHY THIS MATTERS TO YOUR CLIENTS

Privacy is not just a principle. It is a selling point you can use. More and more consumers are asking who holds their data and what is done with it. Being able to say "our marketing partner runs on encrypted, privacy-focused infrastructure" sets you apart from competitors whose entire tool chain feeds advertising profiling. It is a quiet argument for quality over surveillance shortcuts.

WHERE WE ARE INVESTING NEXT

We treat client data protection as an ongoing commitment, and we are building toward a fully self-hosted infrastructure as the company grows:

- A private network infrastructure with dedicated firewall management (pfSense-class protection).
- Self-hosted storage on our own hardware, so client archives live on machines we physically control.
- The same philosophy at larger scale: fewer third parties between your data and you, not more.

We present this as a direction, not a destination: today, your data is already protected by encryption and ownership guarantees. Tomorrow's infrastructure will protect it even further.

THE PLAIN-LANGUAGE SUMMARY

TYPICAL PROVIDER	US
Google accounts	Encrypted Proton stack
Data in advertising cloud	Data in Swiss vaults
Analysis on rented cloud	Analysis on our machines
Site riddled with trackers	Zero trackers, verifiable
Ad pixels everywhere, by default	One pixel, consented, temporary, only if you choose advertising
Data held hostage on departure	Already in your hands

Questions about how your data is handled? Ask them. A privacy practice that cannot be questioned is not a privacy practice.