

US Persian Privacy Policy

Last Updated: March 23, 2026

Welcome to US Persian, operated by Golden Penguin Technology, Inc. (“US Persian,” “we,” “our,” or “us”).

We are committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, disclose, store, and protect information when you use our website, mobile application, business directory, event listings, classified listings, and related services (collectively, the “Services”).

By accessing or using US Persian, you agree to this Privacy Policy.

1. Information We Collect

1.1 Information You Provide

We collect information you voluntarily provide when you:

- Register for an account
- Create, claim, submit, or manage a business listing
- Add or manage an event or classified listing
- Contact customer support
- Subscribe to communications
- Submit forms through our website or mobile application
- Communicate with us by email, SMS, phone, or other channels

This information may include:

- Name
- Email address
- Phone number
- Mailing or business address
- Business name and business details
- Website, social media links, and business contact information
- Event or classified listing information
- Account credentials
- User-generated content, including descriptions, images, and submitted materials

1.2 Automatically Collected Information

When you use our Services, we may automatically collect certain information, including:

- Device information
- Browser type
- IP address
- Approximate location data

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- Usage data
- Pages viewed and actions taken
- Cookies and similar tracking technologies
- App or website performance information

This information helps us operate, secure, analyze, and improve our Services.

1.3 Information from Third Parties

We may receive information from third-party sources, including:

- Public business data sources
- Analytics providers
- Social platforms
- Advertising or marketing platforms
- Service providers that help us operate the Services

We may combine this information with information you provide directly to us.

1.4 Platform Role Clarification

US Persian operates as an informational business directory and community platform.

US Persian does not act as a broker, agent, intermediary, referral service, or lead generation service. We do not match users with businesses, facilitate transactions, or guarantee any result from interactions between users and listed businesses.

Users independently browse listings and choose whether to contact businesses directly.

US Persian is not responsible for any interactions, communications, transactions, services, payments, disputes, or outcomes between users and listed businesses.

1.5 Business Listing Disclaimer

Business listings, event listings, classified listings, and related content are provided for informational purposes only.

We do not guarantee that all information is accurate, complete, current, verified, or reliable. We do not endorse or guarantee any listed business, service provider, event, classified, product, or service.

Users are responsible for conducting their own due diligence before contacting, hiring, visiting, purchasing from, or working with any listed business or individual.

2. SMS and Email Communications

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2.1 SMS Communications

By providing your phone number to US Persian, including when you register, submit a business listing, claim a business, add an event, add a classified, update a listing, or contact us, you agree that US Persian may send you SMS/text messages related to your account, business listing, event, classified, submission, verification, updates, support requests, and related service notifications.

Transactional SMS messages may include:

- Confirmation that your business listing was added or updated
- Confirmation that your event or classified was added or updated
- Requests to verify that your business listing is accurate or still active
- Notifications about listing, event, classified, or account status
- Customer support or service-related messages

Message frequency varies based on your activity and interactions with US Persian. Message and data rates may apply.

You may opt out of SMS messages at any time by replying STOP. After you reply STOP, you may receive a confirmation message, and we will stop sending SMS messages to that phone number unless you opt in again.

For help, reply HELP or contact us at info@uspersian.com.

2.2 SMS Opt-In

We only send SMS messages where appropriate consent has been provided.

When submitting, claiming, or updating a business listing, event, or classified, you may be asked to confirm your consent to receive SMS messages from US Persian.

Example consent language may include:

“I agree to receive SMS messages from US Persian about my business listing, event, or classified. Message frequency varies. Message and data rates may apply. Reply STOP to opt out, HELP for help.”

Consent to receive SMS messages is not a condition of purchasing any goods or services from US Persian.

2.3 SMS Opt-Out and Help

You may opt out of receiving SMS messages by replying STOP to any SMS message from US Persian.

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You may request help by replying HELP or by contacting us at:

Email: info@uspersian.com

Phone: +1 770-377-2100

Website: <https://uspersian.com>

2.4 SMS Data Sharing

US Persian does not sell, rent, share, or disclose mobile phone numbers or SMS opt-in consent data to third parties or affiliates for their marketing or promotional purposes.

SMS consent is used solely for communications between US Persian and the user related to US Persian services, including business listings, events, classifieds, account activity, verification, support, and related notifications.

2.5 Email Communications

We may send email communications related to your account, listings, events, classifieds, verification requests, support, service updates, platform announcements, and promotional information where permitted by law and based on your preferences.

You may unsubscribe from marketing emails where an unsubscribe option is provided.

3. How We Use Your Information

We use your information to:

- Provide, operate, and improve US Persian
- Create, display, manage, and update business listings
- Create, display, manage, and update events and classifieds
- Verify listing information and business status
- Communicate with users and business owners
- Send transactional SMS and email notifications
- Provide customer support
- Respond to inquiries and requests
- Prevent fraud, spam, abuse, and unauthorized activity
- Improve website and app functionality
- Analyze usage and performance
- Personalize user experience
- Comply with legal obligations
- Enforce our Terms and Conditions

We may also use information to promote US Persian services, listings, events, classifieds, or advertising options, where permitted by law and based on your communication preferences.

4. How We Share Information

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We may share information in the following limited circumstances:

4.1 Service Providers

We may share information with trusted service providers that help us operate our Services, such as:

- Hosting providers
- Database and cloud infrastructure providers
- Analytics providers
- Email service providers
- SMS service providers
- Payment processors
- Customer support tools
- Security and fraud-prevention providers

These service providers may only use information as needed to provide services to US Persian and must protect the information appropriately.

4.2 Legal Requirements

We may disclose information if required to do so by law, court order, subpoena, government request, or legal process, or if we believe disclosure is necessary to protect our rights, users, safety, property, or the integrity of our Services.

4.3 Business Transfers

If US Persian or Golden Penguin Technology, Inc. is involved in a merger, acquisition, sale, financing, restructuring, or transfer of assets, user information may be transferred as part of that transaction, subject to applicable law.

4.4 With Your Consent

We may share information with third parties when you give us permission to do so.

4.5 No Sale of Personal Information as Leads

US Persian does not sell personal information as leads to businesses. We do not sell, rent, or distribute user contact information to listed businesses as lead data.

5. Publicly Visible Information

Some information submitted to US Persian may be publicly displayed as part of a business listing, event, or classified.

Publicly visible information may include:

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- Business name
- Business phone number
- Business website
- Business category
- Business city, state, or service area
- Business description
- Event or classified details
- Public images or materials submitted for display

Do not submit information you do not want displayed publicly.

6. Cookies and Tracking Technologies

We may use cookies, pixels, analytics tools, and similar technologies to:

- Keep the website functional
- Remember preferences
- Understand how users interact with the Services
- Improve performance
- Support analytics and advertising
- Help protect against fraud and abuse

You can manage cookies through your browser settings. Some features may not work properly if cookies are disabled.

7. Data Security

We use reasonable administrative, technical, and physical safeguards to protect personal information, including:

- Access controls
- Encryption where appropriate
- Secure systems and monitoring
- Limited access to personal information
- Security review and maintenance practices

However, no website, app, database, or internet transmission is completely secure. We cannot guarantee absolute security.

8. Data Retention

We retain information for as long as reasonably necessary to:

- Provide the Services
- Maintain business listings, events, and classifieds
- Communicate with users

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- Resolve disputes
- Enforce agreements
- Prevent fraud and abuse
- Comply with legal, tax, accounting, or regulatory obligations

We may retain certain records after account deletion where required or permitted by law.

9. Your Rights and Choices

Depending on your location and applicable law, you may have the right to:

- Access personal information we have about you
- Correct inaccurate information
- Request deletion of certain information
- Opt out of marketing communications
- Opt out of SMS messages by replying STOP
- Request information about how your data is used
- Limit certain uses or disclosures of your information

To make a privacy request, contact us at:

info@uspersian.com

We may need to verify your identity before processing certain requests.

10. Children's Privacy

US Persian is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13.

If you believe a child has provided us with personal information, please contact us at info@uspersian.com, and we will take appropriate steps to delete the information.

11. Third-Party Links and Services

US Persian may contain links to third-party websites, businesses, social media pages, payment providers, advertisers, or other services.

We are not responsible for the privacy practices, content, security, or policies of third-party websites or services. You should review their privacy policies before providing information to them.

12. Analytics and Advertising

We may use analytics and advertising tools to understand how users interact with US Persian, improve our Services, and promote US Persian.

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These tools may collect information such as device identifiers, IP address, pages visited, actions taken, and approximate location. Where required, we will provide choices or obtain consent for certain tracking or marketing activities.

13. California Privacy Rights

If you are a California resident, you may have rights under the California Consumer Privacy Act and California Privacy Rights Act, including the right to know, access, correct, delete, and opt out of certain data practices.

US Persian does not sell mobile phone numbers or SMS opt-in consent data.

To submit a California privacy request, contact:

info@uspersian.com

14. International Users

US Persian is operated from the United States. If you access the Services from outside the United States, your information may be transferred to and processed in the United States or other locations where our service providers operate.

By using the Services, you understand that your information may be processed in countries that may have different privacy laws than your country of residence.

15. Legal Compliance

We may process and disclose information as needed to comply with applicable laws and regulations, including privacy, consumer protection, communications, and data security laws.

Where applicable, we aim to comply with laws such as:

- CCPA / CPRA
- GDPR, where applicable
- CAN-SPAM, where applicable
- Applicable SMS and telecommunications rules

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we update it, we will revise the “Last Updated” date above.

Your continued use of US Persian after changes are posted means you accept the updated Privacy Policy.

17. Contact Information

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If you have questions about this Privacy Policy or how we handle your information, please contact us:

US Persian

Golden Penguin Technology, Inc.

Website: <https://uspersian.com>

Email: info@uspersian.com

Phone: +1 770-377-2100