

Privacy Policy

Upshift

Last Updated: January 2026

1. Introduction

Upshift values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect information when you visit our website or use our services. Upshift is a marketing and consulting agency focused on helping auto detailing businesses scale.

2. Company Information

Upshift operates as a marketing and consulting service provider based in the Philippines. All data processing is conducted in accordance with applicable Philippine data privacy laws, including the Data Privacy Act of 2012.

3. Information We Collect

We may collect personal information such as your name, email address, phone number, business details, and any information you voluntarily provide through forms, calls, or communications. We may also collect non-personal data such as browser type, IP address, and website usage data.

4. How We Use Your Information

Information collected is used to provide and improve our services, conduct audits and consultations, communicate with you, manage marketing campaigns, process payments, and comply with legal obligations.

5. Cookies and Tracking Technologies

Upshift may use cookies, pixels, and similar technologies to analyze website traffic, improve user experience, and support marketing and advertising efforts. You may disable cookies through your browser settings.

6. Sharing of Information

Upshift does not sell or rent your personal information. We may share data with trusted third-party service providers who assist in operating our website, advertising platforms, CRM systems, and analytics tools, solely for business purposes.

7. Data Security

We implement reasonable administrative, technical, and organizational measures to protect your information from unauthorized access, loss, misuse, or disclosure. However, no method of transmission over the internet is completely secure.

8. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

9. Your Rights

You have the right to access, correct, or request deletion of your personal data, subject to applicable laws. Requests may be submitted through our official communication channels.

10. Third-Party Links

Our website may contain links to third-party websites. Upshift is not responsible for the privacy practices or content of external sites.

11. Updates to This Policy

Upshift may update this Privacy Policy from time to time. Changes will be posted on our website, and continued use of our services indicates acceptance of the updated policy.

12. Contact Us

If you have questions or concerns about this Privacy Policy or how your data is handled, please contact Upshift through the contact details provided on our website.