

Privacy Policy

Provider

Burnley Consulting, Inc. (myDesklog.com)

1. Scope

This Privacy Policy describes how Burnley Consulting, Inc. (“we,” “us,” or “our”) collects, uses, discloses, and protects personal information when businesses and their personnel access or use our software platform and related services for tracking post-sale dealership deals, estimating revenues, reporting, and issue tracking (the “Services”). This policy applies to business customers, their authorized users, website visitors, and business contacts in the United States.

2. Information we collect

We may collect the following categories of information:

- Account and contact data, such as employee first and last name, business email address, phone number, title, and company affiliation.
- Deal and workflow data submitted by customers, such as stock number, VIN, vehicle mileage, sale price, trade ACV, customer last name, revenue estimates, deal comments, workflow status, issue-tracking details, and lender name when a loan or lease is involved.
- Usage and device data, such as log files, IP address, browser type, approximate geolocation derived from IP, page or feature usage, timestamps, and audit trail information.
- Billing and transaction information relating to subscriptions, except that payment method details are collected and processed by Stripe and are not stored by us.
- Communications and support data when you contact us by phone, email, or other support channels.

3. How we use information

We use information to:

- provide, operate, maintain, secure, and improve the Services;
- authenticate users and manage accounts;
- process subscriptions, invoices, and collections;
- provide customer support and respond to inquiries;
- generate reports, dashboards, and workflow tools requested by customers;
- monitor performance, troubleshoot issues, and protect against fraud, misuse, or security incidents;
- comply with legal obligations and enforce our agreements.

4. How we disclose information

We may disclose information:

- to service providers that support our business operations, such as Microsoft Azure for hosting and Stripe for payment processing;
- within our corporate group, if applicable, for internal operational purposes;
- if required by law, subpoena, court order, or regulatory process;
- in connection with a merger, acquisition, financing, or sale of all or part of our business; or

- with consent or at the direction of the customer or individual concerned.

We do not sell personal information for money. We do not knowingly share personal information for cross-context behavioral advertising.

5. Payment information

Subscription payments are processed through Stripe or Stripe embedded checkout components. We do not store full payment card numbers, card verification values, or complete payment method details. Stripe's handling of payment information is governed by Stripe's own privacy notice and terms.

6. Cookies and similar technologies

We may use cookies, local storage, and similar technologies to keep users signed in, remember preferences, understand product usage, maintain security, and improve our website and Services. If you use analytics or advertising technologies beyond these core functions, update this section accordingly and provide any required cookie choices.

7. Data retention

We retain personal information for as long as reasonably necessary to provide the Services, fulfill contractual commitments, maintain appropriate business records, comply with legal obligations, resolve disputes, and enforce agreements. Customer data is typically retained during the subscription term and for a limited post-termination retrieval period described in the governing agreement, unless longer retention is required by law.

8. Security

We use commercially reasonable safeguards designed to protect personal information. Our current measures include encryption in transit and generally at rest, backup and recovery procedures, and audit logs or activity tracking. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Your choices and rights

Depending on your state of residence and the nature of the data, you may have rights to request access to, correction of, or deletion of personal information, or to appeal a denial of such request. Because our Services are primarily provided to business customers, we may direct end-user requests to the relevant customer where appropriate. To make a privacy request, contact us at steven@burnleyconsulting.com. We may need to verify your identity and authority before acting on a request.

10. Children

Our Services are intended for business use and are not directed to children under 13.

11. Changes to this policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top of the policy will reflect the effective date of the latest version. If we make material changes, we will provide notice as required by law.

12. Contact us

If you have questions about this Privacy Policy or our privacy practices, contact:

Burnley Consulting, Inc.

7853 Gunn Hwy, Suite 184, Tampa, FL 33626

Email: steven@burnleyconsulting.com

Phone: (813) 503-4754

Last Updated: March 24, 2026

Website: mydesklog.com

Privacy contact: steven@burnleyconsulting.com