



Privacy Policy

For ComfortATL.com

Effective Date: July 15, 2026

Website: ComfortATL.com

Comfort ATL ("Comfort ATL," "we," "our," or "us") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit ComfortATL.com, interact with our restaurant directory, submit a business inquiry, request advertising or video production services, subscribe to communications, or otherwise use our website and related online services.

By using ComfortATL.com, you agree to the collection and use of information described in this Privacy Policy. If you do not agree, please do not use the website.

1. Information We Collect

We may collect information directly from you, automatically from your browser or device, and from third-party tools used to operate the website.

- Contact information, such as name, business name, email address, phone number, and any message you submit through a form.
- Business listing information, such as restaurant name, address, website, social media links, menu links, business category, hours, images, videos, ownership information, and description text.
- Advertising and service inquiry information, such as campaign interests, requested package, project details, budget range, event dates, creative assets, and related communications.
- Payment or transaction-related information if you purchase a listing, advertising placement, or service. Payment processing may be handled by third-party payment processors.
- Website usage information, such as pages viewed, search terms, referring URLs, approximate location, browser type, device type, IP address, and interaction data.
- Cookies and similar technologies that help the website function, remember preferences, understand site usage, improve content, and measure marketing performance.

2. How We Use Information

We use information to operate ComfortATL.com, support users, promote local businesses, and improve the website experience.

- Provide, maintain, and improve the website, restaurant directory, maps, listings, and related features.
- Review, create, update, or remove restaurant listings and business profiles.
- Respond to inquiries about listings, partnerships, advertising, media features, video production, or general support.
- Process requests, manage projects, schedule content production, and deliver advertising or promotional services.
- Send service-related messages, confirmations, updates, notices, and administrative communications.
- Send marketing communications where permitted, including updates about Comfort ATL, featured restaurants, promotions, and new opportunities.
- Measure website performance, improve search and navigation, understand audience interests, and evaluate campaign effectiveness.
- Protect the website, prevent fraud, detect security issues, enforce terms, and comply with legal obligations.

3. Restaurant Listings, Photos, Videos, and Public Content

Comfort ATL may publish business listing information, images, videos, descriptions, website links, social media links, menus, addresses, phone numbers, hours, categories, and related promotional content submitted by businesses, partners, or authorized representatives.

If you submit content for a business listing, advertising campaign, or video feature, you represent that you have the right to share that content with Comfort ATL and that Comfort ATL may use it for directory, promotional, editorial, and marketing purposes, subject to any separate written agreement you have with us.

4. How We Share Information

We do not sell personal information for money. We may share information in the following limited circumstances:

- Service providers and vendors that help us host the website, manage forms, process payments, provide analytics, send emails, operate maps or directory tools, store files, or deliver marketing services.
- Advertising, creative, or production partners when needed to fulfill a campaign, placement, media feature, or service requested by a business.
- Public visitors when information is included in a restaurant listing, directory profile, sponsored placement, video feature, article, or other published content.
- Legal, safety, and compliance purposes, including responding to lawful requests, enforcing agreements, preventing fraud, or protecting rights, safety, and property.
- Business transfers, such as a merger, acquisition, reorganization, sale of assets, or similar transaction involving Comfort ATL.

5. Cookies, Analytics, Advertising, and Embedded Content

ComfortATL.com may use cookies, pixels, tags, analytics tools, embedded videos, social media plugins, maps, advertising tools, and similar technologies. These tools may collect information about your device, browser, activity, approximate location, and interactions with our website.

Third-party services may use their own cookies and tracking technologies under their own privacy policies. Examples may include website analytics platforms, advertising platforms, map or directory plugins, form tools, payment processors, social media platforms, and embedded video providers.

- You can adjust cookie settings in your browser to block or delete cookies. Some website features may not function properly without cookies.
- Where required, Comfort ATL may provide cookie notices or consent tools that allow users to manage certain tracking preferences.
- If Comfort ATL uses targeted advertising or remarketing tools, additional opt-out choices may be available through the applicable advertising platform.

6. Payments and Third-Party Services

If Comfort ATL accepts payments for listings, advertising, subscriptions, promotions, or video services, payment information may be processed by third-party payment providers. Comfort ATL may receive transaction details, confirmation status, billing contact information, and records needed for accounting and customer support, but we do not intend to store full payment card numbers on ComfortATL.com.

ComfortATL.com may link to third-party websites, restaurants, menus, social media profiles, reservation tools, payment links, delivery services, or embedded platforms. We are not responsible for the privacy practices or content of third-party websites or services.

7. Email and Marketing Communications

If you subscribe, submit an inquiry, request a listing, or work with Comfort ATL, we may send emails or other communications related to your request, services, updates, promotions, or featured opportunities. You may unsubscribe from promotional emails by using the unsubscribe link in those emails or by contacting us. We may still send non-promotional messages related to transactions, services, security, or administrative matters.

8. Data Retention

We retain information for as long as reasonably necessary to operate the website, maintain business records, manage listings, provide services, resolve disputes, enforce agreements, comply with legal obligations, and support legitimate business purposes. Public listing content may remain visible until it is updated, removed, or replaced according to Comfort ATL's listing practices.

9. Security

We use reasonable administrative, technical, and organizational measures designed to protect information. However, no website, transmission, storage system, or online service can be guaranteed to be completely secure. Users should avoid submitting sensitive information that is not necessary for the requested service.

10. Children's Privacy

ComfortATL.com is not intended for children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided personal information, please contact us so we can review and take appropriate action.

11. Your Privacy Choices and Rights

Depending on your location and applicable law, you may have rights to request access to, correction of, deletion of, or restriction of certain personal information. You may also have the right to opt out of certain marketing communications or certain types of data sharing.

To make a privacy request, use the contact information listed below. We may need to verify your identity or authority before completing a request. Some information may be retained where necessary for legal, security, business, or recordkeeping reasons.

12. Regional Privacy Notice

Some users may have additional rights under state, national, or international privacy laws. Comfort ATL will respond to privacy requests as required by applicable law. If Comfort ATL begins serving users in jurisdictions with additional disclosure requirements, this Privacy Policy should be updated to include any required state- or region-specific notices.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the effective date above. Continued use of ComfortATL.com after changes are posted means you acknowledge the updated policy.

14. Contact Us

For questions about this Privacy Policy or to submit a privacy request, please contact Comfort ATL through the contact form on ComfortATL.com/contact.