

Cookie Policy

Last Updated: January 8, 2026


Mainnov Tech LLC

1. What Are Cookies?

Cookies are small text files stored on your device (computer, smartphone, tablet) when you visit a website. They contain information that can be recalled when you visit that site again.

Cookies serve important functions:

- **Remember Your Preferences:** Remembering your language, location, settings
- **Track Your Session:** Keeping you logged in, remembering your quiz progress
- **Measure Analytics:** Understanding how visitors use our site
- **Personalize Content:** Showing relevant information based on your interests
- **Advertise Effectively:** Showing relevant ads across the web

 **Important:** By using mainnov.tech and leakdetector.mainnov.tech, you consent to our use of cookies as described in this policy.

2. Types of Cookies We Use

2.1 Essential / Necessary Cookies

Purpose: These cookies are essential for our website to function properly. Without them, you cannot access certain features.

Cookie Name	Provider	Purpose	Duration
session_id	Mainnov Tech	Identify your session, remember form data	Until browser closes
quiz_progress	Mainnov Tech	Remember your quiz answers and progress	24 hours
form_data	Mainnov Tech	Auto-fill forms with your information	Until browser closes
language_preference	Mainnov Tech	Remember your language preference	1 year

Can you disable these? Yes, but some website features may not work properly.

2.2 Analytics Cookies

Purpose: These cookies help us understand how visitors use our website, which pages are popular, and where improvements are needed.

Provider	Cookie Name	Data Collected	Retention
Google Analytics 4	_ga, _ga_*, _gid	Pages viewed, time on site, bounce rate, device type	2 years
Google Analytics 4	__utma, __utmz	Traffic source, campaign attribution	2 years

Opt-Out: [Google Analytics Opt-out Browser Extension](#)

2.3 Performance Cookies

Purpose: These cookies help us understand website performance and identify any errors users experience.

- **Page Load Time:** Measuring speed and performance
- **Error Tracking:** Identifying broken features or links
- **User Experience:** Understanding usability issues

2.4 Advertising / Remarketing Cookies

Purpose: These cookies track your behavior across websites to show you relevant ads from Mainnov Tech on other platforms.

Provider	Purpose	Duration
Google Ads	Track conversion events (quiz starts, bookings)	90 days
Google Ads Remarketing	Show ads to previous visitors on Google, YouTube, partner sites	540 days
Google Display Network	Track behavior for audience targeting	2 years

Opt-Out: [Google Ads Settings](#)

2.5 Functional Cookies

Purpose: These cookies remember your choices and settings to enhance your experience.

- Remember selected industry/company size on quiz
- Remember your preferences in chat or messaging
- Recognize you when you return to our site

2.6 Third-Party Cookies

Third-party providers (Google, Calendly, WhatsApp) may also set their own cookies. Their cookies are governed by their own policies:

- [Google Cookies Policy](#)
- [Calendly Privacy Policy](#)
- [WhatsApp Legal](#)

3. How We Use Cookies

3.1 For Essential Functions

- Keep you logged in

- Remember your quiz progress
- Maintain session data
- Process forms securely

3.2 For Analytics

- Track page visits and behavior
- Measure campaign effectiveness
- Identify popular content
- Calculate visitor segments and demographics

3.3 For Marketing

- Track conversions (quiz starts, bookings)
- Build remarketing audiences
- Show relevant ads on Google, YouTube, partner sites
- Measure ad campaign ROI

3.4 For Improvement

- Understand user behavior and preferences
- Test website variations (A/B testing)
- Improve website speed and performance
- Identify and fix technical issues

4. How to Control Cookies

4.1 Browser Settings

You can control cookies through your browser settings:


Browser	How to Access Cookie Settings
Chrome	Settings → Privacy and Security → Cookies → All cookies and site data

Browser	How to Access Cookie Settings
Firefox	Options → Privacy & Security → Cookies and Site Data
Safari	Preferences → Privacy → Cookies and Website Data
Edge	Settings → Privacy → Clear browsing data → Cookies and other site data

4.2 Disabling Cookies

You can:

- **Block all cookies:** Prevents all sites from setting cookies
- **Block third-party cookies:** Prevents tracking by external services
- **Delete existing cookies:** Remove cookies already on your device
- **Allow cookies per site:** Set custom rules for specific websites

 **Warning:** Disabling essential cookies may affect website functionality. You may not be able to:

- Complete quiz forms
- Make calendar bookings
- Stay logged in
- Save your progress

4.3 Opt-Out Tools

Use these tools to control tracking by major providers:

Service	Opt-Out Link
Google Analytics	Analytics Opt-out Extension
Google Ads Personalization	Google Ads Settings
Network Advertising Initiative	NAI Opt-Out
Digital Advertising Alliance	DAA Opt-Out

4.4 Do Not Track (DNT)

Some browsers have a "Do Not Track" feature. While we respect privacy, we do NOT currently honor DNT signals because:

- No industry standard for interpreting DNT
- DNT is still in development
- Many websites don't honor it

Use the opt-out tools above for more reliable control.

5. Your Privacy Rights

5.1 GDPR Rights (EU Residents)

If you're in the EU, you have rights under GDPR:

- **Right to Access:** Know what cookies we use
- **Right to Withdraw Consent:** Stop consenting to cookies at any time
- **Right to Erasure:** Request deletion of cookie data
- **Right to Restrict:** Limit how cookies are used

5.2 CCPA Rights (California Residents)

If you're in California, you can:

- Know what data is collected
- Opt-out of "sale" of personal information
- Request deletion of your data
- Restrict use of sensitive information

To exercise these rights: privacy@mainnov.tech

6. Updates to This Policy

We may update this Cookie Policy as:

- New cookies are added
- Regulations change
- Our practices evolve

The "Last Updated" date will change if we make material updates.

7. Contact Us

Questions about cookies? Contact us:

- **Email:** privacy@mainnov.tech
- **Website:** mainnov.tech
- **Privacy Policy:** [Full Privacy Policy](#)

Mainnov Tech LLC

www.mainnov.tech

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This Cookie Policy is effective as of January 8, 2026.