

# Privacy Policy

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Mainnov Tech LLC

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## 1. Introduction & Scope

**Mainnov Tech LLC** ("we," "us," "our," or "Company") operates mainnov.tech and leakdetector.mainnov.tech (collectively, the "Services"). We are committed to protecting your privacy and ensuring you have a positive experience on our Services.

This Privacy Policy explains:

- What information we collect
- How we collect it (including tracking technologies)
- How we use your information
- Who we share it with
- How long we keep it
- Your rights and how to exercise them

**Important Notice:** This Privacy Policy applies to our websites, landing pages, quiz funnels, and related online services. It does not apply to offline activities or third-party websites linked from our Services.

## Jurisdiction & Legal Basis

Mainnov Tech LLC is a United States-based company. This Privacy Policy complies with:

- **GDPR:** General Data Protection Regulation (EU)
- **CCPA:** California Consumer Privacy Act
- **COPPA:** Children's Online Privacy Protection Act
- **State Privacy Laws:** Virginia VCDPA, Colorado CPA, Connecticut CTDPA, Utah UCPA
- **FTC Act:** Section 5 (unfair/deceptive practices)

## 2. Information We Collect

We collect information in several ways:

### 2.1 Information You Provide Directly

- **Contact Form Submissions:** Name, email, phone, company information
- **Quiz Responses:** Industry, company size, business challenges
- **Calendar Bookings:** Email, name, preferred time
- **Email Capture:** Email address for marketing communications
- **WhatsApp Communications:** Phone number, messages

- **Consultation Requests:** Specific business information

## 2.2 Information Collected Automatically

Data Type	Collection Method	Purpose
<b>IP Address</b>	ipify.org API	Identify unique visitors, prevent fraud, geographic insights
<b>User Agent/Browser</b>	Browser automatically sends	Device type, OS, browser version
<b>Scroll Depth</b>	JavaScript event tracking	Content engagement measurement
<b>Time on Page</b>	Timestamp comparison	Session duration analytics
<b>Page Interactions</b>	Event listeners (clicks, scrolls)	User behavior understanding
<b>Referrer URL</b>	Browser document.referrer	Traffic source attribution
<b>Cookies &amp; Similar Tech</b>	Google Tag Manager, GA4	Session management, analytics

## 2.3 Location Information

We do **not** collect precise geolocation data. We may infer general location from IP address (country/region level only).

## 2.4 Sensitive Information

**We do NOT intentionally collect:**

- Social Security numbers or tax IDs
- Health or medical information
- Financial account information (credit cards, bank accounts)
- Biometric data
- Race, ethnicity, religious beliefs

- Sexual orientation or gender identity

If you accidentally provide this information, we will delete it immediately.

## 3. Tracking Technologies & Cookies

**⚠ Important Disclosure:** Our website uses tracking technologies to understand visitor behavior, measure marketing effectiveness, and improve user experience. By using our Services, you consent to these tracking activities as described below.

### 3.1 Google Tag Manager (GTM)

Provider	ID	Data Collected	Purpose
Google Tag Manager	GTM-NW9BNBJQ	Page views, events, user actions	Central tracking management

GTM manages all other tracking tags and allows us to deploy tracking code without website code changes.

### 3.2 Google Analytics 4 (GA4)

Provider	ID	Tracking Scope	Data Retention
Google Analytics 4	G-GXKB397HCM	Page views, events, user engagement, custom dimensions	14 months (default)

#### Custom Dimensions Tracked:

- Keyword (search term used)
- Cluster (keyword group/category)
- Page Type (landing page variant)
- Industry selection (from quiz)
- Company size (from quiz)

### 3.3 Google Ads Conversion Tracking

We use Google Ads conversion tracking to measure the effectiveness of our advertising campaigns:

Conversion Type	Trigger	Purpose
Quiz Start	User clicks "Start Quiz"	Measure ad effectiveness
Quiz Complete	User completes revenue leak quiz	Measure lead qualification
Calendar Booking	User clicks Calendly link	Measure high-intent conversions
WhatsApp Engagement	User clicks WhatsApp link	Measure direct engagement

### 3.4 Cookies & Local Storage

- **Session Cookies:** Store quiz progress, form data during your session
- **Analytics Cookies:** Track behavior across site for GA4
- **LocalStorage:** Store preferences (if enabled)
- **SessionStorage:** Temporary session data (cleared when tab closes)

### 3.5 Third-Party Pixels & Beacons

We use image beacons (1x1 pixels) to track conversions and send data to Google Sheets for lead capture. These are non-blocking and fire even if JavaScript is disabled.

#### Your Cookie Choices:

- Most browsers allow you to block or delete cookies
- You can opt out of Google Analytics: [Google Analytics Opt-out](#)
- You can opt out of Google Ads personalization: [Google Ads Settings](#)
- Blocking cookies may limit website functionality

### 3.6 Remarketing & Audience Targeting

We use Google Ads remarketing to show ads to visitors who have previously visited our site across Google properties.

- Google creates audiences based on your browsing behavior
- You can opt out via Google Ads Settings
- Cookie-free alternative: Use your browser's Do Not Track setting (if honored)

## 4. How We Use Your Information

We use collected information for the following purposes:

### 4.1 Business Operations

- Provide our Services (landing pages, quiz, dashboard creation)
- Process consultation requests and bookings
- Send invoices, receipts, and service updates
- Respond to customer inquiries
- Deliver contracts and agreements

### 4.2 Marketing & Analytics

- Measure campaign effectiveness (Google Ads, organic traffic)
- Understand user behavior and improve Services
- Create reports on traffic, conversions, and ROI
- Identify high-performing keywords and landing pages
- A/B test landing page variations
- Send marketing emails (with opt-out option)

### 4.3 Lead Management

- Build lead list from quiz completers
- Qualify leads by industry, company size, engagement level
- Score leads based on behavior (scroll depth, time on site, quiz answers)
- Route leads to sales team for follow-up

- Track customer acquisition cost (CAC)

## 4.4 Legal & Compliance

- Comply with legal obligations
- Prevent fraud and malicious activity
- Enforce our Terms of Service
- Protect rights and safety of Company and users
- Respond to legal requests and lawful authorities

## 4.5 Legitimate Interests

We rely on legitimate business interests to process certain data:

- Improving website performance and security
- Understanding market trends and customer needs
- Optimizing marketing spend
- Fraud prevention
- Customer service and support

# 5. Data Sharing & Disclosure

## 5.1 We DO Share Data With:

Service	Data Shared	Purpose	Privacy Link
<b>Google Analytics 4</b>	Page views, events, user IDs, custom dimensions	Analytics & reporting	<a href="#">Google Privacy</a>
<b>Google Tag Manager</b>	All tracking events	Tracking management	<a href="#">Google Privacy</a>
<b>Google Ads</b>	Conversion events, audience data	Ad campaign optimization	<a href="#">Google Privacy</a>
<b>Google Sheets</b>	Email, IP, scroll depth, time on page, industry, company size	Lead storage & database	<a href="#">Google Privacy</a>

Service	Data Shared	Purpose	Privacy Link
<b>Calendly</b>	Name, email, meeting preferences	Calendar scheduling	<a href="#">Calendly Privacy</a>
<b>WhatsApp Business</b>	Phone number, messages	Customer messaging	<a href="#">WhatsApp Privacy</a>
<b>Email Service Provider</b>	Email address, communication history	Email marketing	Provider-specific policy

## 5.2 We DO NOT Share Data With:

- Data brokers or resellers
- Advertising networks (except Google for remarketing)
- Business partners for their own marketing
- Competitors or third-party consultants
- Sponsors or partners (without explicit consent)

## 5.3 Legal Disclosures

We may disclose your information when required by law or when we believe disclosure is necessary to:

- Comply with legal process (subpoena, court order)
- Enforce our Terms of Service
- Protect rights, privacy, safety, or property
- Respond to lawful government requests

## 5.4 Business Transfers

If Mainnov Tech is acquired, merges with another company, or sells assets, your information may be transferred as part of that transaction. We will notify you of any such change in ownership.

## 5.5 Your Consent to Data Sharing

By using our Services, you consent to sharing data with the third-party services listed above. Each service has their own privacy policy which you should review.

## 6. Data Retention

### 6.1 Retention Schedule

Data Type	Retention Period	Reason
<b>Visitor Journey Data</b> (IP, scroll, time)	13 months	Analytics & attribution
<b>GA4 Records</b>	14 months	Google Analytics default
<b>Lead Email Lists</b>	24 months (or until opt-out)	Lead nurturing & follow-up
<b>Quiz Responses</b>	24 months	Lead qualification & analysis
<b>Calendar Bookings</b>	12 months after meeting	Customer service & record keeping
<b>Cookies</b>	2 years (standard)	Analytics & session management
<b>Customer Records</b> (if client)	7 years	Legal, tax, accounting requirements
<b>Deleted Request Records</b>	3 years	GDPR/CCPA compliance proof

### 6.2 How to Request Deletion

You can request deletion of your personal data. See [Section 7: Your Rights & Choices](#) for instructions.

### 6.3 After Deletion

Once you request deletion:

- We will delete your data within 30 days
- We may retain de-identified or aggregated data for analytics

- We may retain data if required by law
- Data already shared with third parties may require separate deletion requests

## 7. Your Rights & Choices

### 7.1 GDPR Rights (EU Residents)

If you are a resident of the European Union, you have the following rights under GDPR:

- **Right to Access:** Request a copy of your personal data
- **Right to Rectification:** Request correction of inaccurate data
- **Right to Erasure:** Request deletion of your data ("right to be forgotten")
- **Right to Restrict Processing:** Limit how we use your data
- **Right to Data Portability:** Receive your data in portable format
- **Right to Object:** Opt-out of processing for marketing or analytics
- **Right to Withdraw Consent:** Withdraw consent for tracking at any time
- **Right to Lodge a Complaint:** File complaint with your local data protection authority

### 7.2 CCPA Rights (California Residents)

If you are a California resident, you have the following rights under CCPA:

- **Right to Know:** Request what personal information we collect
- **Right to Delete:** Request deletion of your personal information
- **Right to Opt-Out:** Opt-out of the "sale" or "sharing" of personal information
- **Right to Correct:** Request correction of inaccurate information
- **Right to Limit Use:** Limit our use of sensitive personal information
- **Right to Opt-Out of Profiling:** Opt-out of profiling in furtherance of discrimination

### 7.3 Other State Privacy Rights

If you are a resident of Colorado, Connecticut, Utah, or Virginia, you have similar rights to California residents under their respective privacy laws.

## 7.4 How to Exercise Your Rights

To make a request, contact us at:

Email: [privacy@mainnov.tech](mailto:privacy@mainnov.tech)

Mailing Address: [Your Address - add actual address]

Response Timeline: 30-45 days (may extend to 90 days for complex requests)

**What we need from you:**

- Full name
- Email address or other identifying information
- Description of the request
- Signature or verification of identity

**We may need to verify your identity** before processing your request. We will not discriminate against you for exercising your rights (no penalties or denied service).

## 7.5 Email Opt-Out

You can opt-out of marketing emails by:

- Clicking "Unsubscribe" at the bottom of any marketing email
- Emailing us at [privacy@mainnov.tech](mailto:privacy@mainnov.tech)
- Updating your preferences on our website (if available)

Note: We will continue to send transactional emails (booking confirmations, service updates) even if you opt-out of marketing.

## 7.6 Do Not Track (DNT)

Some browsers have a "Do Not Track" feature. While we respect your privacy choices, we do not currently honor DNT signals as there is no industry standard for interpreting them.

## 7.7 Opt-Out of Tracking

Service	How to Opt-Out
Google Analytics	<a href="#">Google Analytics Opt-out</a>
Google Ads Personalization	<a href="#">Google Ads Settings</a>
Google Remarketing	<a href="#">Google Ads Settings</a> or <a href="#">NAI Opt-out</a>

## 8. Data Security

### 8.1 Security Measures

We implement appropriate technical and organizational measures to protect your personal data:

- **HTTPS/SSL Encryption:** All data in transit is encrypted with SSL/TLS
- **Google Cloud Security:** Google services use industry-leading security
- **Access Controls:** Limited employee access to personal data
- **Data Minimization:** We only collect necessary data
- **Regular Audits:** We monitor for vulnerabilities
- **Incident Response:** We have procedures for data breaches

### 8.2 Data Breach Notification

If we discover a data breach affecting your personal information:

- We will notify you within 30 days (or as required by law)
- We will provide details of the breach and steps you can take
- We will inform relevant authorities as required
- We will take corrective action to prevent future breaches

### 8.3 No Absolute Security

**Important:** While we use industry-standard security measures, no transmission over the internet is 100% secure. We cannot guarantee absolute security of your data.

## 9. Children's Privacy

Our Services are not intended for children under 18 years old. We do not knowingly collect personal information from children.

If we learn that we have collected personal information from a child under 18, we will delete it immediately.

**If you believe we have collected information from a child, contact us immediately at:**

[privacy@mainnov.tech](mailto:privacy@mainnov.tech)

**For Parents/Guardians:** If your child has provided information to us, you can request deletion by contacting us with proof of your relationship to the child.

## 10. International Data Transfers

### 10.1 Data Storage & Processing

Mainnov Tech is based in the United States. Your personal data is processed in the US, where data protection laws may differ from your home country.

### 10.2 GDPR Adequacy & Transfer Mechanisms

For EU/EEA residents, we rely on:

- **Standard Contractual Clauses (SCCs):** With service providers for cross-border transfers
- **Adequacy Decisions:** Where applicable (e.g., Google's data processing agreements)
- **Your Consent:** By using our Services, you consent to data transfer to the US

### 10.3 Data Transfer Agreements

We have data processing agreements with all third-party processors ensuring GDPR compliance.

## 11. Policy Changes

We may update this Privacy Policy to reflect changes in law, technology, or our practices.

### 11.1 How We Notify You

If we make material changes, we will:

- Update the "Last Updated" date at the top
- Send email notification to your registered email address
- Post a notice on our website homepage
- Request explicit consent if required by law

### 11.2 Your Continued Use

Your continued use of our Services after policy changes constitutes acceptance of the updated Privacy Policy.

## 12. Contact Us

If you have questions about this Privacy Policy, concerns about our privacy practices, or want to exercise your rights, please contact us:

### Data Protection Officer / Privacy Officer

**Email:** [privacy@mainnov.tech](mailto:privacy@mainnov.tech)

**Mailing Address:** [Your Legal Address]

**Business Hours:** Monday-Friday, 9am-5pm EST

**Response Time:** 5-7 business days

### For California Residents (CCPA)

You can submit a CCPA request through our portal or by email. We do not sell personal information, but we do allow you to limit how we share it.

## For EU Residents (GDPR)

If you are unsatisfied with our response, you have the right to lodge a complaint with your local data protection authority.

## For Other Inquiries

General inquiries: [info@mainnov.tech](mailto:info@mainnov.tech)

Business inquiries: [Schedule a call](#)

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**Mainnov Tech LLC**

[www.mainnov.tech](http://www.mainnov.tech)

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This privacy policy is effective as of January 8, 2026 and will remain in effect unless terminated or materially changed.

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