

Modology — Privacy Policy

Last Updated: January 2025

Modology (“Modology,” “we,” “our,” or “us”) is committed to protecting your privacy and ensuring transparency about how we collect, use, and share personal information. This Privacy Policy describes our data practices when you interact with **modology.com** (the “Website”) or any online services that link to this Policy.

By accessing or using the Website, you agree to this Privacy Policy.

1. Information We Collect

We collect personal information in two primary ways:

A. Information You Provide Directly

When you interact with the Website—such as submitting an inquiry, requesting a consultation, downloading materials, or contacting us—you may voluntarily provide:

- Name
- Email address
- Phone number (optional)
- Company/organization (optional)
- Project details, questions, or comments
- Any information contained in files you upload or attach (if applicable)

This information is used **only to fulfill your request**, communicate with you, and provide services you ask for.

We **do not** use this information for advertising, retargeting, or selling to third parties.

B. Information Automatically Collected

We collect basic site analytics and system data, including:

- IP address (anonymized where feasible)
- Browser type and device information
- Operating system
- Pages visited
- Time spent on the Website
- Referring links or search terms
- Click behavior and navigation patterns

We use first-party cookies and privacy-oriented analytics tools.

We **do not** use advertising cookies, third-party ad pixels, or cross-site behavioral tracking.

2. How We Use Personal Information

We use personal information for the following purposes:

A. To Provide and Improve Services

- Responding to inquiries and project requests
- Communicating with clients or potential clients
- Delivering information, reports, or documents you request
- Understanding how users interact with the Website
- Improving Website content and functionality

B. For Security & Compliance

- Detecting fraud, abuse, or technical issues
- Maintaining Website integrity and performance
- Complying with legal or regulatory obligations

We **do not** use personal information for:

- Targeted advertising
 - Behavioral profiling
 - Selling or sharing data
 - Automated decision-making
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3. How We Share Information

We may share information only in limited circumstances:

A. Service Providers

We may provide data to trusted third-party partners who help us operate the Website, such as:

- Website hosting
- Cloud storage
- Analytics platforms
- Security services
- Email delivery platforms

These providers are **contractually prohibited** from selling, sharing, or using your information for advertising.

B. Legal Requirements

We may disclose information when required to:

- Comply with applicable laws
- Respond to lawful government or regulatory requests
- Protect rights, safety, or property
- Enforce Website policies

C. Business Transfers

If Modology is involved in a merger, acquisition, restructuring, or asset transfer, personal information may be transferred under confidentiality protections.

We **never** sell personal information.

4. Cookies & Tracking Technologies

The Website uses **minimal, privacy-focused cookies**, such as:

- Functional cookies (site operation)
- Security cookies
- Basic analytics cookies

We do **not** use:

- Third-party ad trackers
- Retargeting pixels
- Behavioral advertising cookies

You may disable cookies in your browser settings, although some Website functions may be limited.

5. Data Retention

We retain personal information only as long as necessary to:

- Fulfill your request or provide services
- Maintain ongoing client relationships
- Meet legal or regulatory requirements

When retention is no longer required, we securely delete or anonymize the data.

6. Your Rights (California & U.S. Privacy Laws)

If you are a California resident, you have rights under the **CCPA/CPRA**, including:

Right to Know

You may request:

- Categories of personal information collected
- Sources of information
- Purposes of use
- Categories of recipients
- Specific personal information we hold about you

Right to Delete

You may request deletion of personal information, subject to legal and operational exceptions.

Right to Correct

You may request correction of inaccurate personal information.

Right to Opt Out of Sale/Sharing

We do **not** sell or share personal information for cross-context behavioral advertising.

Right to Limit Sensitive Personal Information

We do **not** use sensitive personal information for advertising or profiling.

Right to Non-Discrimination

We will not deny services or offer different prices or levels of service if you exercise your rights.

How to Submit a Rights Request

You may contact us via:

150 North Wiget Lane Suite 250, Walnut Creek, CA 94598

Phone: 925-933-4000

Email: info@modology.com

We may need to verify your identity before processing requests.

Authorized agents may submit requests on your behalf with proper documentation.

7. Data Security

We take commercially reasonable technical and organizational measures to safeguard personal information, including:

- Secure servers
- Encryption where appropriate
- Access controls
- Continuous monitoring
- Regular vulnerability reviews

However, no method of transmission or storage is completely secure.

By using the Website, you acknowledge these inherent limitations.

8. Children's Privacy

The Website is **not intended for children under 16**, and we do **not** knowingly collect personal information from minors.

If you believe a child has provided personal information, please notify us so we can delete it promptly.

9. Third-Party Links

The Website may contain links to third-party websites.

We are not responsible for the privacy practices of external sites.

We encourage you to review the privacy policies of any third-party service you visit.

10. Limitation of Liability

To the fullest extent permitted by law:

- Modology is **not liable** for damages arising from unauthorized access, technical failures, security incidents, force majeure events, or events beyond our control.
- Your use of the Website and submission of information is at your own risk.

This limitation does not restrict rights guaranteed under U.S. or California law.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, services, or legal obligations.

When updated, the “Last Updated” date will reflect the revised version.

Continued use of the Website after changes constitutes acceptance of the revised Policy.

12. Contact Us

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

Modology

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Phone: 925-933-4000

Email: info@modology.com