

# PRIVACY POLICY

MaviNovo, LLC | Version 1.0 | Effective Date: January 1, 2026

*This Privacy Policy applies to all products and services offered by MaviNovo, LLC under the MaviNovo AI brand.*

## 1. Who We Are

MaviNovo, LLC ("MaviNovo," "we," "our," or "us") is an enterprise AI software company headquartered in the United States. We provide AI-powered workflow automation, intelligent assistant products, and related professional services through our MaviNovo AI platform, accessible at [www.mavinovoai.com](http://www.mavinovoai.com) (the "Platform"). Questions about this Privacy Policy may be directed to [team@mavinovoai.com](mailto:team@mavinovoai.com).

## 2. Scope of This Policy

This Privacy Policy explains how MaviNovo collects, uses, stores, shares, and protects information in connection with:

- Visitors to our website ([www.mavinovoai.com](http://www.mavinovoai.com))
- Clients and their authorized users who access the MaviNovo AI Platform under a subscription or services agreement
- Prospective clients and contacts who engage with MaviNovo for sales, marketing, or evaluation purposes

This Policy does not apply to the personal data that our Clients process using the Platform on behalf of their own customers and employees. That processing is governed by the applicable Data Processing Agreement (DPA) between MaviNovo and the Client.

## 3. Information We Collect

### 3.1 Information You Provide Directly

- Account and contact information: name, email address, job title, company name, phone number
- Billing and payment information: processed through a third-party payment processor; MaviNovo does not store full payment card details
- Communications: emails, support tickets, form submissions, and messages you send to us
- AI Readiness Assessment responses and similar diagnostic inputs you voluntarily complete

### 3.2 Information Collected Automatically

- Log data: IP address, browser type, operating system, referring URLs, pages visited, and timestamps
- Usage data: feature interactions, workflow configurations, session duration, and error logs within the Platform
- Cookies and similar technologies: see Section 8 for details

### 3.3 Information Processed on Behalf of Clients (Processor Role)

When Clients use the Platform to process their own business data — including through assistants such as the Inbox Assistant, HR Assistant, Sales Assistant, RFP Assistant, or EDI Assistant — MaviNovo acts as a data processor under the Client's instructions. The types of data processed depend entirely on what the Client submits to the Platform. MaviNovo does not control this data and processes it solely to deliver the contracted services.

## 4. How We Use Your Information

MaviNovo uses information we collect for the following purposes:

- Delivering and operating the Platform and all associated services
- Managing accounts, authenticating users, and providing customer support
- Billing, invoicing, and payment processing
- Communicating about service updates, security notices, and contractual matters
- Sending marketing communications where you have consented or where permitted by applicable law (see Section 9 for opt-out options)
- Improving platform performance, reliability, and security through analysis of aggregated and anonymized usage data
- Complying with legal obligations and enforcing our agreements

MaviNovo does not use Client data to train AI or machine learning models, and does not use Client data for any purpose other than delivering the contracted services.

## 5. Legal Basis for Processing (GDPR)

For individuals in the European Economic Area, United Kingdom, or other jurisdictions with similar requirements, MaviNovo processes personal data on the following legal bases:

- Contract performance: to deliver services you or your employer have contracted with us for
- Legitimate interests: to operate, secure, and improve our Platform; to communicate with prospective clients; to prevent fraud
- Legal obligation: to comply with applicable laws and regulations
- Consent: for marketing communications where consent is required

## 6. How We Share Your Information

MaviNovo does not sell personal data. We share information only in the following limited circumstances:

- Sub-Processors: third-party vendors engaged to help deliver our services, as listed in our Subprocessor List. All Sub-Processors are contractually bound to handle data only as directed by MaviNovo and in accordance with applicable law.
- Legal requirements: when required by law, court order, or governmental authority, or when necessary to protect the rights, property, or safety of MaviNovo, our clients, or others
- Business transfers: in connection with a merger, acquisition, or sale of all or substantially all of MaviNovo's assets, in which case data would transfer subject to equivalent privacy protections
- With your consent: in any other circumstances where you have given explicit permission

## 7. Data Retention

MaviNovo retains personal data for as long as necessary to fulfill the purposes described in this Policy or as required by applicable law. Specifically:

- Client account data is retained for the duration of the contractual relationship and for a reasonable period thereafter to satisfy legal, financial, and audit obligations
- Marketing and contact data is retained until you withdraw consent or request deletion
- Platform usage and log data is retained for a rolling period of [12 months] for security and performance purposes
- Data processed on behalf of Clients is retained and deleted in accordance with the applicable DPA

## 8. Cookies and Tracking

MaviNovo uses cookies and similar tracking technologies on our website for the following purposes:

- Essential cookies: required for the website and Platform to function correctly
- Analytics cookies: to understand how visitors interact with our website, using aggregated and anonymized data
- Preference cookies: to remember your settings and improve your experience

You can manage cookie preferences through your browser settings. Disabling certain cookies may affect website functionality. We do not use advertising or third-party behavioral tracking cookies.

## 9. Your Rights and Choices

Depending on your location and applicable law, you may have the following rights with respect to your personal data:

- Access: request a copy of the personal data we hold about you
- Correction: request correction of inaccurate or incomplete data
- Deletion: request deletion of your personal data, subject to legal retention requirements
- Portability: receive your data in a structured, machine-readable format
- Objection: object to processing based on legitimate interests
- Restriction: request that we limit processing of your data in certain circumstances
- Withdrawal of consent: withdraw consent for marketing communications at any time

To exercise any of these rights, contact us at [[privacy@mavinovoi.com](mailto:privacy@mavinovoi.com)]. We will respond within 30 days. Where you are a user of a Client's deployment of the Platform, please direct requests to that Client, who is the data controller for that data.

## 10. Security

MaviNovo takes data security seriously. Our MN2 Framework was built with a minimal-dependency, security-first architecture that includes:

- Complete audit logging of all user actions and data field changes, providing full chain-of-custody traceability
- Deployment behind client-controlled or MaviNovo-managed firewalls with no mandatory dependency on shared public cloud infrastructure
- HTTPS encryption for all data in transit

- Access controls and authentication mechanisms to restrict unauthorized access
- A Java-based architecture with minimal third-party dependencies, substantially reducing exposure to ecosystem-wide vulnerabilities

No security system is impenetrable. In the event of a data breach affecting your personal data, MaviNovo will notify affected parties in accordance with applicable law.

## 11. International Data Transfers

MaviNovo is based in the United States. If you are located outside the United States, your data may be transferred to and processed in the United States or other jurisdictions. Where required by applicable law, MaviNovo implements appropriate transfer mechanisms, including Standard Contractual Clauses (SCCs), to ensure adequate protection for cross-border data transfers.

## 12. Children's Privacy

The MaviNovo AI Platform is designed for business use and is not directed at individuals under the age of 18. MaviNovo does not knowingly collect personal data from minors. If we become aware that we have inadvertently collected such data, we will delete it promptly.

## 13. Changes to This Policy

MaviNovo may update this Privacy Policy from time to time to reflect changes in our practices, services, or applicable law. We will notify existing Clients of material changes via email or through the Platform. The "Effective Date" at the top of this document reflects the most recent revision. Continued use of the Platform after the effective date of an updated Policy constitutes acceptance of the changes.

## 14. Contact Us

For questions, requests, or concerns about this Privacy Policy or MaviNovo's data practices, contact:

MaviNovo, LLC — Privacy & Compliance

Email: [team@mavinovoai.com](mailto:team@mavinovoai.com)

Website: [www.mavinovoai.com](http://www.mavinovoai.com)

Mailing Address: 6757 Cascade Rd SE, #143, Grand Rapids, MI 49546