

Privacy Policy

METAL MINDS INC. LAST UPDATED: JUNE 11, 2026

Metal Minds Inc. ("Metal Minds," "we," "us," or "our") is a Delaware corporation. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you interact with our website, lead forms, social media pages, advertising campaigns, Microsoft Marketplace listings, and related communications.

CONTROLLER	Metal Minds Inc., a Delaware corporation
WEBSITE	https://metalminds.com
PRIVACY CONTACT	privacy@metalminds.com
MAILING ADDRESS	245 First Street, Floor 18, Cambridge, MA 02142, USA

1. Scope

This Policy applies to personal information we collect through:

- our website and contact, demo, download, or "request information" forms;
- lead forms and messages on Meta services, including Facebook, Instagram, Messenger, WhatsApp, Audience Network, and Threads;
- LinkedIn, including LinkedIn Lead Gen Forms and Sales Navigator;
- Microsoft Marketplace listings and related marketplace inquiries; and
- email, CRM, sales, support, and similar business communications.

This Policy does not replace any customer agreement, marketplace contract, or security documentation that may apply to the use of our software or services.

2. Personal information we collect

CATEGORY	EXAMPLES	SOURCES
Contact details	Name, business or personal email, mobile phone, business phone.	Forms, email, social media lead forms, marketplace inquiries.
Professional details	Company name, job title, business role, LinkedIn or other social profile.	Forms, LinkedIn, social media pages, CRM notes, public business sources.
Inquiry details	Message text, product interest, demo request, meeting preferences, campaign source.	Forms, email, chat or messaging, Microsoft Marketplace.
Website and device data	IP address, browser, device, pages viewed, clicks, referring page, approximate location, cookie or pixel identifiers.	Website, Google Analytics, Microsoft Clarity, Meta Pixel, and similar tools.
CRM and communication data	Lead status, correspondence history, notes, consent or opt-out status.	HubSpot, email, social media accounts, internal sales records.

Please do not submit sensitive personal information, such as government ID numbers, health information, financial account data, or information about children, unless we expressly request it for a lawful purpose.

3. How we use personal information

We use personal information for the following business purposes:

- to respond to inquiries, contact you, schedule calls or demos, and provide information you request;
- to manage leads, opportunities, accounts, and business relationships in our CRM;
- to communicate through email, phone, social media accounts, Microsoft Marketplace, or other channels you use to contact us;
- to understand website and campaign performance, improve our website and user experience, and measure interest in our products;

- to run and measure advertising campaigns, including attribution and, where permitted, remarketing;
- to keep our website, accounts, and systems secure and prevent misuse;
- to comply with law, enforce our terms, and protect our rights; and
- to send marketing communications in the future only where permitted by law and with any required consent or opt-out mechanism.

4. Legal bases for EEA, UK, and Swiss users

If the GDPR, UK GDPR, or Swiss data protection law applies, we rely on the legal bases below. More than one basis may apply depending on the context.

PURPOSE	DATA USED	LEGAL BASIS
Responding to a request, demo, or marketplace inquiry	Contact, professional, and inquiry details.	Steps before a contract; legitimate interests in responding to business requests.
CRM, sales follow-up, and account management	Contact, professional, inquiry, and communication data.	Legitimate interests in developing and managing B2B relationships.
Website analytics and improvement	Website and device data.	Legitimate interests for limited analytics; consent where cookies or similar technologies require consent.
Advertising attribution and remarketing	Cookie, device, usage, and pixel identifiers.	Consent where required;
Security, fraud prevention, and legal compliance	Data reasonably needed for the specific purpose.	Legitimate interests; legal obligation; establishment, exercise, or defense of legal claims.

5. Cookies, analytics, and pixels

We may use cookies, pixels, tags, local storage, and similar technologies. Some are necessary for the website to work. Others help us understand and improve the website or measure advertising campaigns.

- Google Analytics. We use Google Analytics to measure visits, pages viewed, interactions, campaign sources, and similar website metrics.
- Microsoft Clarity. We use Microsoft Clarity to understand user behavior through analytics, heatmaps, and session replay features. We configure Clarity and our website settings to reduce unnecessary collection and to respect consent choices where required.
- Meta Pixel. We may use Meta Pixel to measure advertising performance and, where permitted, support remarketing or audience measurement.

Where we offer cookie choices, we use our cookie banner, consent settings, or tool configurations to manage non-essential cookies and similar technologies based on your choice. Where available, you may be able to manage certain cookies through our cookie banner or cookie settings, and you can also use your browser settings to block or delete cookies. When third-party tools are enabled on our website, those third parties may collect information according to their own settings, policies, and applicable law.

6. How we disclose personal information

We may disclose personal information to the following categories of recipients:

- CRM and business tools, including HubSpot;
- email, hosting, cloud, security, and IT service providers;
- analytics and website behavior providers, including Google Analytics and Microsoft Clarity;
- advertising and lead generation platforms, including Meta and LinkedIn;
- Microsoft Marketplace and related marketplace service providers, where applicable;
- professional advisers, auditors, insurers, and legal counsel;
- government authorities, courts, or other parties where required by law or to protect rights; and
- a buyer, successor, or other party in connection with a merger, acquisition, financing, reorganization, or sale of assets.

We do not sell personal information for money. We do not use lead form information for third-party marketing lists. Some privacy laws may treat certain advertising pixels or cross-context behavioral advertising as a "sale," "sharing," or targeted advertising. Where such laws apply to us, we will provide the required notices and choices.

7. International transfers

Metal Minds is based in the United States, and our service providers may process personal information in the United States and other countries. These countries may have data protection laws that differ from those in your location. Where required, we use appropriate transfer mechanisms, such as data processing agreements, standard contractual clauses, Data Privacy Framework-certified providers, or other lawful safeguards.

8. Retention

We keep personal information only as long as reasonably needed for the purposes described in this Policy, unless a longer period is required or permitted by law. As a general rule:

- lead and inquiry records are kept while the request or business relationship is active and, normally, for up to three years after the last meaningful interaction;
 - marketing opt-out records may be kept as needed to honor your unsubscribe request;
 - analytics and cookie data are kept according to the retention settings of the relevant tool and our cookie settings; and
 - records needed for legal, tax, security, or dispute purposes may be kept for the applicable limitation period.
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9. Your choices and privacy rights

Depending on your location and applicable law, you may have rights to access, correct, delete, restrict, object to, or receive a copy of your personal information. You may also withdraw consent where processing is based on consent.

You can also:

- decline or withdraw non-essential cookies through our cookie settings, where available;

- unsubscribe from marketing emails using the link in the email or by contacting us;
- ask us not to contact you for sales follow-up; and
- contact the relevant social media platform to manage data it processes under its own privacy policy.

To exercise a privacy right, contact us at privacy@metalminds.com. We may need to verify your request and may retain information as needed to comply with legal obligations or protect our rights. If you are in the EEA, the UK, or Switzerland, you also have the right to lodge a complaint with your local data protection authority.

10. Children

Our website, lead forms, and services are intended for business users and are not directed to children. We do not knowingly collect personal information from children under 16. If you believe a child has provided us personal information, please contact us so we can take appropriate steps.

11. Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information. No method of transmission or storage is completely secure, so we cannot guarantee absolute security.

12. Third-party platforms and links

Our website and ads may link to third-party platforms, including Meta, LinkedIn, Microsoft, Google, HubSpot, and other services. Those parties may process personal information under their own privacy policies and terms. Please review their policies to understand their practices.

13. Changes to this Policy

We may update this Policy from time to time. If we make material changes, we will update the “Last updated” date above and, where appropriate, provide additional notice on our website or through other reasonable means.

14. Contact us

For privacy questions or requests, please contact:

COMPANY	Metal Minds Inc.
EMAIL	privacy@metalminds.com
ADDRESS	245 First Street, Floor 18, Cambridge, MA 02142, USA