

Website Privacy Policy

Privacy and Computer Security

Updated May 2022



Update Table

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What this privacy policy covers

Maverick Solutions (“Maverick”, “we”, “us”, or “our”) takes the privacy of our employees, clients, business partners, and web and social media site visitors seriously. We work to maintain compliance with major privacy regulations, such as General Data Protection Regulation (GDPR). This privacy policy will cover the Maverick Solutions website (“website”, “site”) and our marketing landing pages (“pages”, “marketing pages”).

1. Purpose and scope

1.1 Purpose

This policy covers how Maverick uses personal information that the www.mavericksolutions.com website and marketing landing pages (go.mavericksolutions.net) collects and how it is processed. Personal information is information that can be directly or indirectly personally identifiable, such as your name, address, email address, phone number, identification number, location data, etc., that is not otherwise publicly available.

1.2 Scope

This policy applies to the personal data of individuals that are previous, current, or prospective customers of Maverick Solutions as well as any site visitors. This includes any personal data collected, used, or disclosed while visiting or using Maverick’s websites. Throughout your relationship with Maverick, please keep us updated of any changes to your personal data, as it is important that any stored information remains up-to-date and accurate. If you have any changes to your personal data, would like to request the information that is stored, or have any questions or complaints, please send your request to privacy@mavericksolutions.net and your request will be processed.

Any revisions made to this privacy policy, to meet any legal or regulatory obligations, will be communicated to our users via announcement banners on the site and will go into effect from the moment of communication. These types of revisions do not include changes to how your personal information is collected, used, or distributed. Any revisions regarding your personal data storage, use, or distribution will be communicated via email and will require your acknowledgement and consent.

The Maverick Solutions websites are not intended for minors, and we do not knowingly collect personal data from, or relating to, minors. If you are the parent or guardian of a minor and believe they have provided us personal information and would like it removed, please contact us at privacy@mavericksolutions.net and we will dispose of the minor’s information from our systems.



2. Information collection and use

2.1 What information is collected

Maverick Solutions may collect limited amounts of personal information from site visitors, such as name, phone number, and email address, if that information is voluntarily provided by the visitor when using the chat tool or contacting us on our "Contact Us" page. Additionally, when using the chat tool on the site, IP Addresses are read and stored in chat records.

2.2 How your personal information is used

Personal information collected from the website is stored and used in a limited capacity and with legitimate reasons. As stated in section 2.1 of this policy, Maverick stores the following:

- Name
- Email
- Phone number
- IP address

This information is used only in the following ways to benefit the user:

- Enrollment in email campaigns with relevant messaging
- Delivery of requested information or materials

Users have the option to opt out of Maverick's email communications as well as the right to request their contact information removed from our storage system or anonymized.

2.3 How information is shared or disclosed

Maverick does not rent, sell, or share personal information about you with other individuals or non-affiliated companies or entities except to provide products or services you have requested. We provide the information to trusted partners who work on behalf of or with Maverick under confidentiality agreements. These companies may use your personal information to do the following:

- Help Maverick Solutions with service delivery.
- Help deliver our newsletter via email.

However, these companies do not have any independent right to share this information. We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims.

We may transfer information about you if Maverick is acquired by or merged with another company. In this event, Maverick will notify you before any personal information is transferred and becomes subject to a different privacy policy.

2.4 Cookie statement

```
<script id="CookieDeclaration" src="https://consent.cookiebot.com/726f49aa-010a-4bed-996f-bb9f37a3db46/cd.js" type="text/javascript" async></script>
```



2.4.1 Cookies Collected

Name	Provider	Expire Description	Purpose Description
_GRECAPTCHA	google.com	179 days	This cookie is used to distinguish between humans and bots. This is beneficial for the website
CONSENT	google.com	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
rc::a	google.com	Persistent	This cookie is used to distinguish between humans and bots. This is beneficial for the website
rc::b	google.com	Session	This cookie is used to distinguish between humans and bots.
rc::c	google.com	Session	This cookie is used to distinguish between humans and bots.
li_gc	linkedin.com	2 years	Stores the user's cookie consent state for the current domain
_greaptcha	mavericksolutions.com	Persistent	This cookie is used to distinguish between humans and bots. This is beneficial for the website
chaport-5f2ab0cae1e5394702be8ad4	mavericksolutions.com	1 year	Used to enable the chat function on the Maverick website to operate. PII can be transmitted through chat at the users discretion.
CookieConsent	mavericksolutions.com	1 year	Stores the user's cookie consent state for the current domain
wsc_page_views	mavericksolutions.com	Persistent	Used to enable the chat function on the Maverick website to operate. PII can be transmitted through chat at the users discretion.
wsc_pages	mavericksolutions.com	Persistent	Used to enable the chat function on the Maverick website to operate. PII can be transmitted through chat at the users discretion.
wsc_session_started_at	mavericksolutions.com	Persistent	Used to enable the chat function on the Maverick website to operate. PII can be transmitted through chat at the users discretion.



chaport-5f2ab0cae1e5394702be8ad4	server.chaport.com	100 years	Used to enable the chat function on the Maverick website to operate. PII can be transmitted through chat at the users discretion.
__cf_bm	vimeo.com	1 day	This cookie is used to distinguish between humans and bots. This is beneficial for the website
visitorId	ws.zoominfo.com	1 year	Preserves users states across page requests.
CONSENT	youtube.com	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
lang	ads.linkedin.com	Session	Remembers the user's selected language version of a website
_ga	mavericksolutions.com	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	mavericksolutions.com	1 day	Used by Google Analytics to throttle request rate
_gid	mavericksolutions.com	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
slguid	mavericksolutions.com	1 year	Contains an visitor ID - This is used to track visitors' navigation and interaction on the website for internal website-optimization.
slirequested	mavericksolutions.com	1 year	Contains an visitor ID - This is used to track visitors' navigation and interaction on the website for internal website-optimization.
ziwsSession	mavericksolutions.com	Session	Collects statistics on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
ziwsSessionId	mavericksolutions.com	Session	Collects statistics on the user's visits to the website
vuid	vimeo.com	2 years	Collects data on the user's visits to the website
IDE	doubleclick.net	1 year	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring



			the efficacy of an ad and to present targeted ads to the user.
pagead/landing	doubleclick.net	Session	Collects data on visitor behavior from multiple websites
test_cookie	doubleclick.net	1 day	Used to check if the user's browser supports cookies.
fr	facebook.com	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
tr	facebook.com	Session	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
ads/ga-audiences	google.com	Session	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.
pagead/1p-user-list/#	google.com	Session	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
pagead/landing	google.com	Session	Collects data on visitor behavior from multiple websites
AnalyticsSyncHistory	linkedin.com	29 days	Used to track visitors on multiple websites
bcookie	linkedin.com	2 years	Used by the social networking service
bscookie	linkedin.com	2 years	Used by the social networking service
lang	linkedin.com	Session	Set by LinkedIn when a web page contains an embedded "Follow us" panel.
lidc	linkedin.com	1 day	Used by the social networking service
UserMatchHistory	linkedin.com	29 days	Used to track visitors on multiple websites
_fbp	mavericksolutions.com	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.



_gcl_au	mavericksolutions.com	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
prism_#	mavericksolutions.com	29 days	Used by Active Campaign to help deliver relevant email content based on user interaction with the Maverick Website.
slireg	mavericksolutions.com	6 days	Registers user behavior and navigation on the website
prism_#	prism.app-us1.com	29 days	Used by Active Campaign to help deliver relevant email content based on user interaction with the Maverick Website.
site_identity	scout.salesloft.com	1 year	Collects data on user behavior and interaction in order to optimize the website and make advertisement on the website more relevant.
VISITOR_INFO1_LIVE	youtube.com	179 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
YSC	youtube.com	Session	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt.innertube::nextId	youtube.com	Persistent	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt.innertube::requests	youtube.com	Persistent	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt-remote-cast-available	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-cast-installed	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-connected-devices	youtube.com	Persistent	Stores the user's video player preferences using embedded YouTube video
yt-remote-device-id	youtube.com	Persistent	Stores the user's video player preferences using embedded YouTube video
yt-remote-fast-check-period	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video



yt-remote-session-app	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-session-name	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video
ytidb::LAST_RESULT_ENTRY_KEY	youtube.com	Persistent	Stores the user's video player preferences using embedded YouTube video

2.5 Confidentiality and security

The only Maverick employees that will be granted access to your personal information are those who reasonably need to access that information to provide products or services to you or in order to do their jobs. These employees undergo security and privacy trainings prior to involvement with client information and stay up to date on current privacy and security regulations through recurring trainings. We have physical, electronic, and procedural safeguards that comply with federal regulations to protect your personal information.

2.6 3rd Party Technology Use

Maverick Solutions also uses a number of 3rd party technologies in its facilitation of its website. These are split into 3 categories: Plugins, Java Script Injections, and Embeds.

Plugins

301 Redirects

Easily create and manage redirect rules, and view 404 error log.
By WebFactory Ltd

Accelerated Mobile Pages

AMP for WP - Accelerated Mobile Pages for WordPress
By Ahmed Kaludi, Mohammed Kaludi

Ad Inserter

Ad management with many advanced advertising features to insert ads at optimal positions
By Igor

Contact Form 7

Just another contact form plugin. Simple but flexible.
By Takayuki Miyoshi

Duplicate Page

Duplicate Posts, Pages and Custom Posts using single click.
By mndpsingh287

Select Header Footer Code Manager



Header Footer Code Manager by 99 Robots is a quick and simple way for you to add tracking code snippets, conversion pixels, or other scripts required by third party services for analytics, tracking, marketing, or chat functions. For detailed documentation, please visit the plugin's official page.

By 99robots

Rank Math SEO

Rank Math is a revolutionary SEO product that combines the features of many SEO tools and lets you multiply your traffic in the easiest way possible.

By Rank Math

Smush

Reduce image file sizes, improve performance and boost your SEO using the free WPMU DEV WordPress Smush API.

By WPMU DEV

Typing Effect

Animated typing effect plugin, allowing you to generate a shortcode that 'types' out words on your page or post. Based on Typed.js by Matt Boldt.

By 93digital

Java Script Injections

Google Fonts

The Google Fonts API logs the details of the HTTP request, which includes the timestamp, requested URL, and all HTTP headers (including referrer and user agent string) provided in connection with the use of our CSS API. IP addresses are not logged.

Google Analytics

The Google Analytics API logs the details of the users location, device type, browser type, session details (duration and actions). However, all capture and storage of PII is strictly prohibited by google, instead data is aggregated and generalized.

Google Ads

The Google Analytics API logs the details of user interaction (clicks), IP address, cookie interaction, unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including carrier name and phone number

Embeds

Active Campaign

The Active Campaign embed will capture the following data points as input by the user: name, email, company name, and phone number. This data will be sent back to Active Campaign owned and operated servers.



3. Privacy rights and compliance

3.1 Privacy Rights

The right to access – You have the right to request copies of your personal data from our company.

The right to rectification – You have the right to request that our company corrects any information you believe is inaccurate. You also have the right to request our company to complete the information you believe is incomplete.

The right to erasure – You have the right to request that our company erases your personal data, under certain conditions.

The right to restrict processing – You have the right to request that our company restricts the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our company's processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that our company transfers the data that we have collected to another organization, or directly to you, under certain conditions.

Additionally, you may request for your information to be transferred to another organization if you wish to switch vendors. Please be aware that under no circumstances will a user be discriminated against for exercising any of these rights.

Please contact us at privacy@mavericksolutions.net if you would like to exercise any of these rights, opt-out of data processing, or have a question regarding the handling of your personal data. Our processing of your request may take up to one calendar month.

It is important to note that if processing is restricted, Maverick may not be able to provide access to services.

3.2 Change in processing

If personal information is processed in a manner not laid out in this privacy policy, Maverick will notify users and site visitors prior and provide them with the following information: :

- What information is to be processed
- The legitimate purpose and interest of processing
- Description of any data recipients
- Duration of data storage and/or the criteria behind it
- The right to file a complaint with their regions data protection authority, and how to exercise the rights of data access, deletion, correction, objection, and consent withdrawal
- Any legitimate obligations to provide the information and, if applicable, the consequences of withholding the data



- If data processing is automated and the logic and consequences for the user resulting from processing

After a user has received notice, the processing will not take place until clear, concise, and unambiguous consent has been provided by the user to opt-in to processing.

3.3 Compliance grievances

If you would like to put forward a complaint about how your information is processed, please contact us at privacy@mavericksolutions.net.

If your complaint regarding the processing of personal data cannot be handled internally, Maverick Solutions will cooperate with the proper authority for your region to ensure your complaint is addressed.

3.4 Security breach protocol

Maverick Solutions will notify the relevant authorities within 72 hours from when we are made aware of a security breach. Users will also be notified if there is ever any risk of your information being compromised.

3.5 Compliance audit procedure

To ensure continuous compliance with privacy laws and regulations, we perform annual audits on all security, risk, and privacy policies and practices.

3.6 Record keeping

Maverick Solutions will keep up to date records of:

- Audit reports
- Policy adjustments
- Purpose of data processing
- Documentation on security measures in place for the protection of personal data

This documentation regarding security practices performed by Maverick Solutions can be provided to the proper authorities upon request.

4. Changes to this privacy policy

Maverick Solutions will continue to update this policy in an effort to keep user data as secure as possible. We will make updates by posting the revised policy to our website. You will be notified if there is ever any change in how your private information is handled. This policy was last updated April 21, 2022.

5. Questions and suggestions

If you have questions, suggestions, or wish to make a complaint, please complete a feedback form or you can contact us at:



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