

# Privacy

How Meier Made handles information, privacy rights, retention, and data deletion requests.

Effective August 24, 2026

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Meier Made, LLC ("Meier Made," "we," "us," or "our") respects your privacy. This Privacy Policy applies to meiermade.com and to applications, integrations, AI-agent messaging, consulting services, and software operated by Meier Made (collectively, the "Services").

## Information We Collect

### Information you provide

We may collect contact and business information you provide, such as your name, email address, phone number, company, role, project details, support requests, and communications with us. If you enter into a commercial relationship with us, we may also process billing, contract, and account-administration information.

### SMS and MMS Data

When an authorized contact communicates with a Meier Made AI agent by SMS or MMS, we may process the contact's phone number, sender and recipient information, message text and media, timestamps, delivery status, HELP and STOP commands, consent and suppression records, and operational context needed to respond and complete requested work.

Meier Made shares agent numbers directly with approved contacts. Being authorized to use a number does not itself subscribe a person to messages; an authorized contact opts in by initiating the conversation from their own phone. In a group conversation, each participant must be separately authorized and choose to participate.

## Advertising and Platform Data

When you or your organization authorizes an integration, we may access data made available by the applicable platform and permissions you approve. Depending on the integration, this may include advertising-account identifiers, campaign structure, budgets, spend, delivery, performance metrics, creative metadata, audience or placement metadata, conversion or attribution information, and related reporting data.

We process platform data only to provide the authorized integration or service, support the customer's reporting and operational workflows, maintain security and reliability, and comply with applicable law and platform requirements. We do not ask for or store your TikTok, Meta, Amazon, Google, or other third-party account password. Authorization is handled through the platform's approved authentication flow.

## Website Analytics

We use limited, self-hosted OpenTelemetry to understand page navigation, traffic source, site performance, browser errors, and selected interactions with this website. OpenTelemetry events are collected through Meier Made infrastructure and stored in our self-hosted ClickHouse database in Google Cloud. Browser telemetry excludes form content, email addresses, phone numbers, raw URL query strings, complete referrer URLs, and other intentionally submitted personal information.

In locations where prior consent is required, browser analytics does not start until you accept. Elsewhere, limited first-party analytics may operate by default. You can decline analytics without affecting the site and revisit your choice at any time using the "Analytics settings" link in the footer. A first-party cookie stores an explicit preference for up to six months. Campaign links may contribute sanitized source, medium, campaign, and content values when analytics is enabled.

## Information collected automatically

Our hosting, security, and observability systems may process limited technical information such as IP address, request time, requested URL, user agent, response status, and security events. We use this information to deliver the Services, prevent abuse, diagnose failures, and protect our systems.

## How We Use Information

We use information to:

- Provide, configure, maintain, and support the Services;
- Respond to authorized SMS and MMS conversations, complete requested work, and enforce messaging permissions and opt-outs;
- Operate authorized advertising and data integrations;
- Validate data quality, investigate errors, and secure systems;
- Respond to inquiries and communicate about projects or accounts;
- Improve the reliability and usability of our Services;
- Meet contractual, legal, tax, audit, and platform obligations; and
- Establish, exercise, or defend legal claims.

## How We Share Information

We do not sell personal information or platform data. We may disclose information only as reasonably necessary to:

- Service providers that help us host, secure, monitor, communicate, provide AI processing, and operate the Services, including communications providers and wireless carriers, subject to appropriate confidentiality and data-protection obligations;
- The customer or organization that authorized the integration and users it designates;
- Third-party platforms when required to make an authorized API request or provide the integration;
- Professional advisers such as lawyers, accountants, auditors, and insurers;
- Government authorities or other parties when required by law, valid legal process, or to protect rights and safety; or
- A successor in connection with a merger, financing, acquisition, reorganization, or sale of assets, subject to this policy or equivalent protections.

We do not combine advertising-platform data with unrelated third-party data, disclose it to unauthorized parties, or use it for interest-based advertising unless the customer, platform, and applicable law expressly authorize that use.

We do not share SMS opt-in data or consent status with third parties for their unrelated promotional or marketing purposes.

## Retention and Deletion

We retain information only for as long as needed for the authorized service, our documented business and legal obligations, security, dispute resolution, and enforcement of agreements. Retention periods vary based on the data, customer instructions, platform requirements, and applicable law. Messaging records may be retained as needed to continue requested conversations, complete work, investigate delivery or security issues, and honor consent or suppression choices. Platform data is deleted or de-identified when it is no longer needed for the approved purpose, when the customer ends the integration, when the relevant platform requires deletion, or when a valid deletion request applies, unless law requires limited continued retention.

You may request deletion using the Data Deletion instructions below. We may need to verify your identity and authority before acting on a request.

### Data Deletion Instructions

Effective August 13, 2026

This section provides deletion instructions for users and organizations that have authorized Meier Made applications or integrations, including integrations with advertising platforms.

### Submit a Request

1. Email [support@meiermade.com](mailto:support@meiermade.com) with the subject “Data deletion request.”
2. Include your name, work email address, organization, the Meier Made application or integration involved, and the connected platform or advertising account. Do not send passwords, access tokens, or other credentials.
3. Describe whether you want a specific account or dataset deleted or want all information associated with you deleted.

## Verification

To protect customer and platform data, we may verify your identity, your relationship to the organization, and your authority over the connected account. If Meier Made processes the data for a customer, we may coordinate the request with that customer.

## What Happens Next

We will acknowledge the request and, after verification, delete or de-identify information covered by the request from active systems within 30 days unless a shorter period is required. Backups and logs may retain limited copies until their normal expiration. We may retain information that law, security, fraud prevention, dispute resolution, tax, audit, or a valid legal obligation requires us to keep.

When the request is complete, we will confirm completion or explain any information we could not delete and the reason.

## Revoke Platform Access

You may also revoke the application's authorization from the connected platform's account settings. Revoking access prevents new API access but does not by itself always delete information previously processed, so submit a deletion request if you also want stored data removed.

## Questions About Deletion

For questions about deletion or other privacy rights, contact [support@meiermade.com](mailto:support@meiermade.com).

## Security

We use administrative, technical, and physical safeguards designed to protect information, including access controls, least-privilege permissions, encryption in transit, managed secrets, private networking where appropriate, monitoring, and restricted production access. No system can be guaranteed completely secure.

To report a suspected security or privacy issue, email [info@meiermade.com](mailto:info@meiermade.com) with the subject "Security report." Please do not include sensitive credentials in the message.

Our [Information Security Policy](#) describes security requirements for our work and client-hosted integrations.

## Your Choices and Rights

Depending on your location and relationship with us, you may have rights to access, correct, delete, restrict, or obtain a copy of personal information, or to object to certain processing. You may also withdraw consent where processing relies on consent. We will not discriminate against you for exercising applicable privacy rights.

If we process information on behalf of a customer, the customer may be responsible for handling your request. We will help the customer respond as required by our agreement and applicable law.

## International Processing

Meier Made is based in the United States. Information may be processed in the United States and other countries where our service providers operate. Where required, we use appropriate safeguards for international transfers.

## Children

The Services are intended for businesses and are not directed to children under 13. We do not knowingly collect personal information from children through the Services.

## Changes to This Policy

We may update this Privacy Policy as our Services, data practices, or legal obligations change. We will post the updated policy here and revise the effective date. Material changes may also be communicated through the applicable service or customer contact.

## Contact Us

**Meier Made, LLC**

[info@meiermade.com](mailto:info@meiermade.com)