safemode IT
MANAGED IT & CYBERSECURITY

Privacy & Cookie Policy

How safemode IT collects, uses and protects information about the people and businesses we work with.

Effective	Version	Document ID	Replaces
November 6, 2026	2.0.0	Privacy	Version 1.0.0 (2024)

The short version

- We don't sell your personal information and we don't use it for cross-site advertising.
- Our website uses Google Analytics, Cloudflare security and analytics, and a little browser storage of our own that records how you found us. Section 3 lists every one.
- We may identify the company a website visit comes from by its network address and follow up as a sales lead. Section 4 explains it.
- The chat on our site is an AI assistant, and we may record and transcribe calls and meetings. Section 5 covers both.
- Email info@safemodeit.com to see, correct or delete what we hold about you.

1. Who we are and what this policy covers

safemode IT LLC ("safemode IT", "we", "us") is a managed IT and cybersecurity provider based in Kyle, Texas. This policy covers information we collect when you:

- visit safemodeit.com, our blog, or a page we link you to on a safemodeit.com address;
- chat with us, fill in a form, book a meeting, sign a quote or pay an invoice online;
- email us, call us, or meet with us;
- use our client portal (safemode Connect) or open a file we share with you.

What it doesn't cover: data that belongs to our clients and that we handle while running their systems (their email, files, devices and networks). That work is governed by our Managed Services Agreement with each client and by the client's own privacy notices. If you are a client's employee or customer, contact that business about their data.

2. Information we collect

a. Information you give us

- **Contact details:** name, work email, phone number, company, job title, mailing address.
- **What you tell us:** form entries, chat messages, emails, meeting notes, support tickets, survey answers and reviews.
- **Business and billing details:** quotes, signed agreements, billing address and payment records. Card and bank details are entered on Stripe's payment pages and stored by Stripe, not by us. We see only details such as the card brand and last four digits.
- **Portal and file details:** files you upload to us, and the email address you use to sign in to the client portal or open a secure link.

b. Information collected automatically

- **Usage data:** pages viewed, links clicked, time on page, the site that referred you, and campaign tags in the address you arrived on (for example `utm_source` or `gclid`).
- **Device and network data:** IP address, approximate location derived from it (city or region), browser type, operating system and device type.
- **File and link activity:** when a file we share is opened or downloaded, and from which IP address and city.

c. Information from other sources

- **Company identification:** the organization a website visit appears to come from (Section 4).
- **Public business information:** company size, industry, website and published contact details from public websites and business directories, used to fill in sales and client records.
- **Referrals:** details a partner or existing client gives us when they introduce you.

3. Cookies and similar technologies

A cookie is a small text file a website saves in your browser. Browser storage (localStorage and sessionStorage) does a similar job without being sent back to the server with every request. These are the ones in use on safemodeit.com as of the effective date.

Name	Set by	Type	What it does	Kept for
`cf_clearance`	Cloudflare	Necessary	Records that your browser passed Cloudflare's bot and abuse check so you aren't challenged on every page. Also set on our app and portal addresses.	Up to 1 year
`_ga`	Google Analytics	Analytics	A random ID that lets Google Analytics count you as one visitor across pages and visits.	Up to 2 years
`_ga_VERZ1B00Z1`	Google Analytics	Analytics	Keeps track of the current session for our Google Analytics property.	Up to 2 years
`sm_touch_first` localStorage	safemode IT	Attribution	Remembers the first page you landed on, the site that sent you, any `utm_` or `gclid` tags, and the time. Nothing else from the address is kept, and never a name or email. Sent to us only if you start a chat or submit a form, so we know how you found us.	Until you clear your browser storage
`sm_touch_last` sessionStorage	safemode IT	Attribution	The same details for the current visit.	Until you close the tab
`sd_portal`, `sds_<id>`	safemode IT	Necessary	Keeps you signed in after you verify your email with a one-time code on our client portal or a secure file link. Set only if you use one of these.	Hours, set by the link or portal
Portal sign-in cookies	safemode IT	Necessary	Keep your Microsoft 365 sign-in session on connect.safemodeit.com. Set only if you sign in.	Your session

Tools that set no cookies but still receive data:

- **Cloudflare Web Analytics** counts page views and load times without cookies or a visitor ID.

- **Google Fonts** serves the site's typefaces from Google's servers, so your browser sends Google your IP address and browser details when it loads them.
- **Website chat** loads from app.safemodeit.com in a frame. It stores nothing in your browser until you open it.
- **Direct file links** on our Legal Stuff page are served from a safemodeit.com address with no cookies. We log each view with its IP address and approximate city.

We don't use advertising, retargeting or social media tracking pixels on our website. If we add a tool that sets a new cookie, we will update this table.

4. Visitor company identification

When you visit our website, we may look up the IP address your connection comes from to find out which organization owns that network, for example a company's office internet connection. If it matches a business, we record the business name, the pages viewed and the time of the visit. We may add that business to our CRM as a sales lead, alert our team, and contact the business about our services.

- This identifies organizations, not individual people. We don't learn your name or email from it.
- On home or mobile internet the lookup usually returns only your internet provider.
- To keep your organization out of this, email info@safemodeit.com with the company name and domain and we will suppress it.

5. AI tools and call recording

a. AI assistant and AI processing

The chat on our website is an AI assistant, not a person, unless it tells you it has handed you to our team. Chat transcripts are saved to our CRM along with the page you were on and how you found us.

We use AI models, including Anthropic's Claude through its commercial API, to answer chat questions, sort and draft replies to incoming email, summarize calls and meetings, and fill in or tidy CRM records. A person on our team reviews AI drafts before anything is sent on our behalf, apart from the website chat itself. Anthropic's commercial terms do not allow it to train its models on the content we send.

b. Call and meeting recording

We may record and transcribe phone calls, video meetings and in-person meetings, using Fireflies.ai and Fieldy, so we have accurate notes and follow-up items. Recordings and transcripts are kept in our systems with the related client or lead record and are not published. If you would rather a conversation not be recorded, tell us at the start.

6. How we use information

- **Providing services:** delivering managed IT, cybersecurity and support you have asked for, including tickets, onboarding and file sharing.
- **Sales and marketing:** answering inquiries, following up on leads (including companies identified under Section 4), sending quotes, and sending marketing email. Every marketing email has an unsubscribe link.
- **Billing:** invoicing, taking payments and keeping accounting records.
- **Improving our site and services:** understanding which pages and campaigns work.
- **Security:** protecting our site, systems and clients from fraud, spam and attack.
- **Legal:** meeting legal, tax and regulatory obligations and enforcing our agreements.

7. Who we share it with

We share information with service providers who run parts of our business for us. They may use it only to provide their service to us.

Provider	What they do for us
Cloudflare	Website and application hosting, databases, security, bot protection and web analytics
Google	Google Analytics and Google Fonts
Microsoft	Email, calendar and Microsoft 365 sign-in
Amazon Web Services (SES)	Sending transactional and marketing email
Wasabi	Encrypted file storage for SafeDrive
Stripe	Card and ACH payments
Intuit QuickBooks Online	Accounting and invoicing records
Anthropic	AI processing (Section 5)
Fireflies.ai, Fieldy	Call and meeting recording and transcription
Bright Data	Collecting public business information for lead and company research
Help desk and NOC partners	After-hours and overflow support for clients, under confidentiality terms

We may also share information when the law requires it, to protect our rights or someone's safety, with your consent, or as part of a merger, acquisition or sale of the business, in which case this policy continues to apply to the information transferred.

We do not sell personal information, and we do not share it with third parties for cross-context behavioral advertising.

8. How long we keep it

- Lead and contact records: while we have a business relationship, and for a reasonable period after, unless you ask us to delete them.
- Client, contract and billing records: as long as tax, accounting and contract rules require, generally at least 7 years.
- Chat transcripts, call recordings and transcripts: with the related lead or client record.
- Cookies and browser storage: as listed in Section 3.

9. Security

Security is our business, and we apply the same controls we sell: encryption in transit and at rest, single sign-on with multi-factor authentication for staff, role-based access, email verification codes on shared files, and access logs. No system is perfectly secure. If a breach affects your personal information, we will notify you as required by Texas law.

10. Your choices and rights

a. Requests

Wherever you live, you can ask us to tell you what personal information we hold about you, correct it, delete it, give you a copy, or stop using it for marketing. Email info@safemodeit.com or call 512-761-7652. We will confirm your identity before

acting and reply within 45 days. We won't treat you differently for making a request. Some information we must keep for legal or contract reasons, and we'll tell you if that applies.

Texas residents have rights under the Texas Data Privacy and Security Act, and California residents under the California Consumer Privacy Act, to the extent those laws apply to us. The process above covers both. If we turn down a request, you can appeal by replying to our answer, and we'll review it within 60 days.

b. Controlling cookies

- Block or delete cookies and site data in your browser settings. Blocking `cf_clearance` may mean you see security checks more often.
- Opt out of Google Analytics on every site with Google's browser add-on at tools.google.com/dlpage/gaoptout.
- Our site doesn't change its behavior in response to browser "Do Not Track" signals.

c. Marketing email

Use the unsubscribe link in any marketing email, or email us. We will still send service, security and billing messages to clients.

11. Children's privacy

Our services are for businesses and are not meant for anyone under 13. We don't knowingly collect personal information from children under 13. If you believe a child has given us personal information, contact us and we will delete it.

12. Changes to this policy

We will post any update on our Legal Stuff page at safemodeit.com/legal-stuff with a new version number and effective date. If a change materially affects how we use information we already hold, we will tell clients directly.

13. Contact us

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