

Privacy policy

Effective date: October 25, 2026

Who we are

GravityGears Consulting, LLC, doing business as GravityGears, provides strategic marketing consulting for developer-tools businesses. We are based in Salt Lake City, Utah, United States. This policy explains how we handle personal information in connection with our website, inquiries, scheduling, and consulting services.

Contact: support@gravitygears.com

Mailing address: 8693 Dove Meadows Ln, West Jordan, UT 84088

Information we collect

When you contact us or book a call, we receive the information you provide, such as your name, business email, company, role, scheduling preferences, and message. If you become a client, we receive business contact details, agreement and invoice information, and the materials you choose to provide for the engagement. These materials may contain personal information about colleagues, customers, or prospects.

Our website hosting and service providers may process technical information such as IP addresses, browser and device information, access times, and request logs to operate and protect their services.

Clients decide which materials to provide for the agreed engagement. These may include identifiable customer or prospect information. Please share only information you are authorized to disclose and that is relevant to the work. Aggregate or de-identified campaign and funnel information is preferred where practical. We can agree a separate nondisclosure agreement when needed. Before sensitive personal information or identifiable customer records are transferred, we agree on suitable handling arrangements and any necessary data-processing terms. Do not send passwords or payment card details through scheduling fields.

How we use information

We use information to respond to inquiries, schedule calls, assess fit, perform agreed consulting services, administer agreements and payments, maintain business records, protect our systems, and meet applicable legal obligations.

Booking a call does not automatically enroll you in a marketing mailing list. Any marketing emails we send will include a way to unsubscribe. You may also contact support@gravitygears.com to opt out. We may still send necessary service and transaction communications.

Service providers and other disclosures

Wix hosts our website. We use service providers for scheduling, email, document storage, and business administration. Calendly handles call scheduling. Information you provide through Calendly is also subject to its privacy policy and the settings used for our account.

We use Gmail for business email, Google Drive for file storage, and Google Analytics 4 (GA4) for website analytics. We use Zoho Invoice to prepare and manage invoices. For this purpose, Zoho may process client names, business contact and billing details, service descriptions, invoice amounts, due dates, and payment status. Online payment processing has not been configured. We will provide relevant payment-provider information when a payment service is introduced.

We use client materials with generative AI services only with the client's prior written approval of the intended use and safeguards. We do not record client calls.

We share information with providers as needed for these functions, with professional advisers where appropriate, when you direct us to do so, and when required by applicable law. We may disclose information when reasonably necessary to protect legal rights or investigate misuse. Any transfer associated with a business sale or restructuring would remain subject to applicable law and appropriate confidentiality protections.

We use the information described in this policy for the purposes set out above and disclose it to the recipients described in this policy.

Cookies and third-party services

Our site loads Calendly resources to support scheduling, including before a visitor opens the scheduler. Wix and Calendly may process technical information and use cookies or similar technologies to operate their services.

We use Google Analytics 4 (GA4) to understand how visitors use our website, including page visits, clicks on booking buttons, the button location, and clicks on the pricing link. Google Analytics can use cookies and similar technologies to collect information about website interactions and devices. Our website tag disables Google signals and advertising personalization signals. We do not intentionally send the contents of client materials to Google Analytics.

You can manage cookies through your browser settings. Some third-party functions may not work if cookies are blocked. Google offers an Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>. You can also contact us about your privacy choices.

Provider privacy information: Wix - <https://www.wix.com/about/privacy>; Calendly - <https://calendly.com/legal/privacy-notice>; Google - <https://policies.google.com/privacy>; Google partner-site information - <https://policies.google.com/technologies/partner-sites>; Zoho - <https://www.zoho.com/privacy.html>.

Retention

We keep inquiry and scheduling records for up to 12 months after the last meaningful contact; client-provided working materials for up to 90 days after the engagement closes; and agreements, invoices, and essential business records for up to seven years. We retain information longer only where needed for legal obligations, an active dispute, or a documented business purpose. Routine backup copies may remain until they cycle out under the relevant provider's retention process.

Security

We use reasonable administrative and technical safeguards appropriate to the information we handle. No internet transmission or storage system can be guaranteed completely secure. We will investigate suspected security incidents and provide notifications when and as required by applicable law.

Your choices and requests

You may contact support@gravitygears.com to request access to, correction of, or deletion of personal information we hold about you. We may need to verify your identity. Rights, exceptions, and response periods depend on applicable law; some records must be retained for legitimate legal or business reasons. We will not require unnecessary personal information to handle a request.

International processing

We are based in the United States. Our service providers may process information in the United States and other countries.

Children

Our services are intended for business customers and are not directed to children under 13. If you believe a child has provided us with personal information, contact support@gravitygears.com so we can investigate and take appropriate action.

Changes and external links

We will post updates with a revised effective date and provide additional notice where required. Linked third-party websites operate under their own privacy policies.