

madVR Labs' Privacy Policy

Last updated: May 20, 2026

This Privacy Policy explains how madVR Labs, LLC ("madVR Labs", "we", "us", or "our") collects, uses, discloses, stores, and protects Personal Information in connection with our websites, applications, products including Envy, software, services including our Professional Services Group, communications, support, sales, fulfillment, marketing, Commander, BackStage, madAssist, and related operations and offerings.

This Privacy Policy applies when you visit or use any website, application, portal, online service, or subdomain operated or controlled by madVR Labs, including madvrenvy.com, madvr.com, any subdomain of those domains, and any other madVR Labs service that links to this Privacy Policy.

It also applies when you purchase, inquire about, register, activate, update, connect, access, or use our products, software, or services; contact or communicate with us; interact with madAssist; receive madAssist-generated responses; communicate with madVR Labs personnel; interact with Authorized Partners in connection with madVR Labs' products, software, services, support, fulfillment, installation, service, repair, or customer requests; or otherwise provide information to madVR Labs.

Where applicable law requires consent for particular processing activities, we will request that consent separately. This Privacy Policy provides notice of our data practices and does not limit any privacy rights you may have under applicable law.

1. Who We Are

madVR Labs, LLC is responsible for the Personal Information described in this Privacy Policy.

For privacy questions or requests, you may contact us at:

madVR Labs, LLC
350-C Fortune Terrace #200
Potomac, MD 20854 USA
Email: privacy@madvr.com

For purposes of the GDPR, UK GDPR, and similar data-protection laws, madVR Labs, LLC is generally the controller of Personal Information processed under this Privacy Policy, except where we process information on behalf of another party or as otherwise disclosed.

2. Key Terms

Personal Information or Personal Data means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to an identified or identifiable individual.

Services means our websites, applications, products, software, support, sales, fulfillment, product registration, license activation, software updates, communications, documentation, dealer/channel interactions, madAssist, Commander, BackStage, Professional Services Group, and related services.

Products means madVR Labs' products, including Envy video processors and related hardware and software.

Software means madVR Labs' software, firmware, applications, tools, updates, interfaces, and related software components, including madAssist, Commander, and BackStage.

Envy means madVR Labs' Envy video processors and related hardware, software, firmware, licenses, features, and services.

Commander means madVR Labs' software, tools, interfaces, and related services used by end users, Authorized Partners, and madVR Labs personnel to connect to, monitor, support, configure, manage, view, or revise Envy settings, status, configuration, diagnostics, and related product or service information.

BackStage means madVR Labs' BackStage portal, tools, software, interfaces, order systems, accounts and account management, and related services, to the extent offered or made available by madVR Labs.

madAssist means madVR Labs' AI-powered Envy Product Expert, including chat, email, automated response, and other AI-assisted product information or support features.

Authorized Partners means authorized dealers, installers, integrators, distributors, fulfillment partners, authorized service centers, repair centers, service providers, and other channel partners who may provide information to us, receive information from us, or process information in connection with madVR Labs' products, software, services, support, sales, fulfillment, installation, service, repair, customer requests, or related business purposes.

Service Providers means third parties that process Personal Information for us or help us provide, operate, support, secure, analyze, market, improve, or administer our products, software, services, websites, applications, communications, or business operations.

3. Information We Collect and Why

We collect Personal Information in several ways, including information you provide directly, information we receive from Authorized Partners or other sources, and information collected automatically through our websites, applications, products, software, and services.

Contact, Account, Order, and Support Information

We may collect information such as your name, email address, phone number, mailing address, shipping address, billing address, company name, job title, dealer/integrator affiliation, account credentials, product ownership details, purchase records, registration information, warranty or service information, support requests, troubleshooting details, installation details, order information, fulfillment information, survey responses, feedback, marketing preferences, your system equipment and setup, and any other information you choose to provide or that is provided to us by Authorized Partners, Service Providers, consultants, or other organizations or individuals we do business with in connection with our products, software, services, support, fulfillment, or operations.

We use this information to respond to inquiries, provide support, process orders, fulfill shipments, manage accounts, provide product information, administer warranties or service matters, communicate with you or Authorized Partners, conduct business analytics, and operate our business.

Communications, madAssist, and AI Interaction Data

When you contact or communicate with madVR Labs, including by email, phone, website forms, chat, madAssist, support channels, sales channels, social media, Authorized Partners, or other methods, we may collect and process the contents of those communications and related metadata. This may include messages sent to individual employees, consultants, group inboxes, support addresses, sales addresses, dealer contacts, or other company communication channels.

Communications with madVR Labs may be processed by AI-assisted tools, including madAssist or other systems. madAssist interactions are processed by AI. When you use madAssist or receive a madAssist-generated response, we may collect and process messages, prompts, questions, conversation history, chat transcripts, email content or support/sales inquiry content, generated responses, feedback, ratings, corrections, follow-up messages, session identifiers, usage logs, timestamps, device/browser information, IP address, retrieved madVR Labs' documentation or product information, and related metadata.

madAssist uses large language models and related technologies, together with madVR Labs' curated product knowledge, to generate responses. madAssist responses may be inaccurate, incomplete, outdated, or misleading, and important information should be verified before acting.

Product, Software, License, Operational Status, and Diagnostic Information

When you purchase, activate, register, update, connect, access, or use madVR Labs' products, software, applications, or services, including Envy, Commander, BackStage, madAssist, and related offerings, we may collect or receive information related to the product, software, application, service, license, activation status, entitlement status, operational status, configuration, settings, feature usage, software or firmware version, update status, diagnostics, logs, error reports, network connection information, device identifiers, and related usage or technical data.

If an Envy product, madAssist, Commander, BackStage, or related software, application, or service is connected to the internet, it may communicate with madVR Labs or our Service Providers for purposes such as license verification, activation, entitlement management, updates, support, diagnostics, configuration, operational status, usage analysis, security, product improvement, responding to your inquiries, and related product or service functionality.

With your permission or as part of a support, diagnostic, demonstration, or troubleshooting workflow, we may also collect or receive screenshots, images, recordings, video snippets, configuration details, or other diagnostic information provided by you or collected through our products or software.

We use this information to provide, operate, secure, update, support, license, troubleshoot, improve, and maintain our products, software, applications, and services; verify license status and product entitlements; detect misuse or unauthorized use; manage product functionality; improve product performance and documentation; and comply with legal obligations.

Information from Authorized Partners

We may receive Personal Information from Authorized Partners, including dealers, installers, integrators, distributors, fulfillment partners, authorized service centers, repair centers, service providers, and other channel partners.

For example, Authorized Partners may provide customer contact information, shipping information, order details, product information, installation information, including information about other components in your system, support details, warranty or service information, drop-shipment information, customer communications, product registration details, license activation details, dealer support information, and related records.

We use this information to provide, support, fulfill, improve, and administer our products, software, and services; communicate with customers and Authorized Partners; process orders and shipments; provide support; and manage our business.

Authorized Partners may also collect, use, and disclose Personal Information independently under their own privacy policies and practices. This Privacy Policy describes madVR Labs' processing of Personal Information, not the independent privacy practices of Authorized Partners.

Website, Usage, Device, and Technical Data

We may automatically collect Usage Data when you visit or use our websites, applications, products, software, or services. This may include IP address, browser type and version, device type, operating system, mobile device type, device identifiers, pages or features visited, time and date of visits, time spent, referring and exit pages, clickstream data, diagnostic data, server logs, crash reports, error reports, approximate location inferred from IP address or network routing, and usage, performance, configuration, or diagnostic information.

We do not intentionally collect precise GPS location unless we separately disclose that collection or you choose to provide it.

Cookies, Analytics, Marketing, and Social Media

We use cookies, web beacons, pixels, tags, scripts, local storage, and similar technologies to operate our websites and services, remember preferences, authenticate users, analyze usage, improve performance, measure marketing effectiveness, and support advertising or remarketing where used.

We may use Google Analytics or similar analytics tools to understand how users interact with our websites, applications, products, software, and services.

We may use Mailchimp or similar email marketing providers to manage and send newsletters, announcements, product updates, promotions, or similar communications. You may opt out of marketing emails using the unsubscribe link in those emails or by contacting us.

We may use Facebook/Meta and other social media platforms to communicate with users, share product information, respond to inquiries, manage communities, analyze engagement, and support marketing or promotional activities. Social media platforms may process Personal Information under their own privacy policies and terms.

We do not sell Personal Information for money. We may use analytics, advertising, marketing, social media, remarketing, audience measurement, or similar technologies to understand usage, measure campaigns, improve marketing, or reach audiences based on general characteristics or interests. These activities may involve cookies, pixels, device identifiers, online identifiers, IP addresses, browsing activity, approximate location, or similar information. Some privacy laws may consider these activities a "sale", "sharing", or "targeted advertising", even if no money is exchanged and even if we do not identify a specific person by name. Where required, we provide ways to opt out.

Where required by law, we use non-essential cookies only with consent. You may be able to withdraw or change consent through a cookie-preferences tool, privacy-preferences tool, or your browser/device settings. Withdrawing consent does not affect processing that occurred before withdrawal.

Payment and Transaction Information

If you purchase products or services directly from us, we may collect transaction-related information such as order details, billing details, shipping details, purchase history, payment status, and related records.

Payment card or financial information may be processed by payment processors or other Service Providers. We generally do not intend to store full payment card numbers unless separately disclosed.

Confidential, Sensitive, and Third-Party Information

Please do not provide confidential, sensitive, regulated, or unnecessary third-party Personal Information unless we specifically request it, it is necessary for your request, and you have the right to provide it.

Authorized Partners and other business users are responsible for ensuring they have appropriate rights, permissions, and legal bases to provide Personal Information to madVR Labs, including customer information used for support, fulfillment, installation, warranty, service, or other business purposes.

madAssist and other AI-assisted systems are not designed to receive highly sensitive information such as passwords, payment card numbers, government identification numbers, health information, or other information that is not necessary for the relevant request.

4. How We Use Personal Information

We may use Personal Information to:

- provide, operate, maintain, secure, update, support, license, troubleshoot, analyze, and improve our websites, applications, products, software, and services, including Envy, Commander, BackStage, madAssist, software and firmware updates, license activation, license verification, entitlement management, diagnostics, product functionality, and related features;
- manage accounts, registrations, licenses, activations, product entitlements, service access, user preferences, operational status, product functionality, and product or software configuration;
- respond to and manage inquiries, support requests, sales requests, service requests, and other communications, and provide product information, technical information, documentation, training materials, customer support, and communications with you, Authorized Partners, Service Providers, and other relevant parties;
- process and support orders, purchases, fulfillment, shipments, logistics, returns, warranty matters, service matters, and related transactions;
- generate AI-assisted responses, operate, evaluate, improve, and develop madAssist and other AI-assisted systems, and improve documentation, support workflows, response quality, products, software, applications, services, and customer experience;
- analyze website, product, software, application, and service usage, and measure or improve advertising, marketing, promotional campaigns, and customer experience;
- detect, prevent, investigate, and respond to fraud, misuse, abuse, unauthorized access, security incidents, violations of our terms or policies, and other harmful activity, and debug, test, audit, monitor, and improve system performance, reliability, security, and functionality;
- send administrative, transactional, service, security, update, support, marketing, newsletter, promotional, or event communications, where permitted by law;
- comply with legal obligations and legal processes, and establish, exercise, defend, or enforce legal claims, agreements, policies, licenses, and rights;

- evaluate or conduct a merger, acquisition, financing, restructuring, reorganization, sale, or transfer of assets; and
- support other business and operational purposes consistent with the context in which the information was collected.

5. AI-Assisted Processing

madVR Labs uses AI-assisted tools, including madAssist, to help provide product information, respond to questions, assist with communications, process and route inquiries, improve documentation, support fulfillment, shipping, logistics, and order handling, analyze product and service usage, operate and improve our products, software, applications, and services, and support other business and operational purposes.

When you contact madVR Labs, communicate with our personnel, use madAssist, receive a madAssist-generated response, interact with our websites, applications, products, software, or services, or provide information through an Authorized Partner, information you provide or that we receive may be processed by AI-assisted systems. This may include messages, emails, contact information, product information, order information, shipping addresses or fulfillment information, support details, product configuration information, diagnostic information, usage information, and related metadata.

To operate madAssist and other AI-assisted systems, we may transmit information to Service Providers, including large language model providers, cloud hosting providers, analytics providers, monitoring tools, security providers, support tools, fulfillment providers, logistics providers, and business operations providers. These providers process information for us under applicable contractual, confidentiality, data-processing, security, and/or use restrictions. Authorized madVR Labs personnel may review chats, emails, AI-generated responses, support records, logs, and related records for support, quality assurance, troubleshooting, security, product improvement, compliance, and business operations.

We may use communications, madAssist conversations, feedback, support interactions, product information, usage data, and related records to improve madAssist, madVR Labs' own systems, product documentation, support workflows, response quality, products, software, applications, operations, partnerships, and services. We do not authorize third-party AI providers to use your conversations or communications to train their general-purpose or foundation models unless we disclose otherwise or obtain any consent required by applicable law. We may use aggregated, de-identified, or anonymized information for analytics, product improvement, documentation improvement, service improvement, and other lawful business purposes.

6. How We Disclose Personal Information

We may disclose Personal Information to the following categories of recipients:

Service Providers. We may disclose Personal Information to Service Providers that help us operate, support, secure, analyze, market, improve, or administer our websites, applications, products, software, services, communications, and business operations. These may include hosting, cloud infrastructure, AI, large language model, database, storage, search, support, ticketing, email, communications, analytics, monitoring, logging, security, payment, shipping, fulfillment, logistics, customer relationship management, marketing, professional service, consulting, and business operations providers.

Authorized Partners. We may disclose Personal Information to Authorized Partners, including Authorized Partners located outside your country, in connection with product inquiries, purchases, demonstrations,

installations, fulfillment, support, warranty or service matters, dealer and distributor communications, customer requests, or related business purposes. For example, we may share contact information, product information, support information, order details, shipping information, installation details, or other relevant information with an authorized dealer, distributor, installer, integrator, fulfillment partner, authorized service center, repair center, or other Authorized Partner where appropriate.

Affiliates, business partners, and corporate transaction parties. We may disclose Personal Information to Affiliates and business partners where appropriate to offer, provide, support, promote, or improve products, services, events, demonstrations, training, integrations, or promotions. We may also disclose or transfer Personal Information in connection with an actual or proposed merger, acquisition, financing, restructuring, reorganization, bankruptcy, dissolution, sale of assets, or similar business transaction.

Analytics, advertising, marketing, and social media partners. We may disclose information to analytics, advertising, marketing, remarketing, audience measurement, social media, consultants, or similar partners to analyze usage, measure campaign performance, deliver marketing, support advertising, manage social media interactions, or improve our products and services.

Legal, compliance, and safety recipients. We may disclose Personal Information where we believe disclosure is necessary or appropriate to comply with law, legal process, court orders, subpoenas, or government requests; respond to law enforcement or public authorities; protect our rights, property, products, software, services, users, employees, Authorized Partners, or the public; detect or investigate fraud, misuse, abuse, security incidents, or illegal activity; enforce agreements, licenses, policies, or rights; or establish, exercise, or defend legal claims.

At your direction or with your consent. We may disclose Personal Information with your consent or at your direction.

7. Retention

We retain Personal Information for as long as reasonably necessary and permitted by law for the purposes described in this Privacy Policy, including to provide and improve our products, software, applications, and services; maintain business records; preserve support history; comply with legal obligations; resolve disputes; enforce agreements; prevent fraud or abuse; maintain security; support customer service; support license enforcement; and support legitimate business, operational, product-improvement, and legal purposes.

Unless otherwise stated, the periods below describe our general retention practices. We may retain Personal Information longer where reasonably necessary or permitted by law, and we may delete, aggregate, anonymize, or otherwise reduce the identifiability of data sooner when it is no longer needed.

Account information may be retained for the duration of the account relationship and for up to 10 years after account closure, unless a longer period is reasonably necessary or permitted by law.

Customer, dealer, support, and communications data, including support tickets, sales inquiries, dealer communications, customer correspondence, madAssist conversations, chat transcripts, AI-assisted communications, service requests, warranty or support records, and related metadata, may be retained for up to 10 years from the date of the interaction, ticket closure, or last related communication, unless a longer period is reasonably necessary or permitted by law.

Product, software, license, and diagnostic data, including product registration data, license data, activation data, entitlement data, operational status, configuration data, diagnostic data, logs, update data, and related technical information, may be retained for the duration of the relevant product, software, service, support, account, or license relationship and for up to 10 years after the relationship ends or the last known use, activation, communication, or support interaction, unless a longer period is reasonably necessary or permitted by law.

Usage, analytics, and marketing data, including website analytics data, cookies, IP addresses, device identifiers, browser data, application usage statistics, product usage data, server logs, and similar data, may be retained for up to 10 years from collection, unless a shorter or longer period is reasonably appropriate based on the type of data, business need, security need, legal requirement, consent status, or applicable privacy law. Marketing data may be retained until you unsubscribe, request deletion, or up to 10 years from your last engagement with our marketing communications, whichever occurs first, unless a longer period is needed to maintain suppression lists, comply with law, preserve business records, or support legitimate business purposes.

Transaction and business records, including order records, fulfillment records, shipping records, invoices, purchase records, tax records, accounting records, and related business records, may be retained longer as required or permitted by law, including for tax, accounting, audit, legal, warranty, service, support, compliance, and business purposes.

We may retain Personal Information beyond the periods above where reasonably necessary or permitted by law for legal obligations, legal claims, fraud prevention, security, dispute resolution, customer support, backup systems, license enforcement, business continuity, product improvement, or other lawful purposes.

Residual copies may remain in backup systems for a limited period consistent with our backup retention schedule and are not restored except where necessary for security, disaster recovery, legal compliance, or business continuity. Anonymized or aggregated information that cannot reasonably be used to identify you may be retained indefinitely for analytics, product improvement, service improvement, research, and other lawful business purposes.

8. International Transfers

madVR Labs is based in the United States. Your Personal Information may be processed in the United States and in other countries where we, our Affiliates, Service Providers, Authorized Partners, international distributors, international dealers, installers, integrators, fulfillment partners, logistics providers, authorized service centers, repair centers, or other recipients operate. This may include transfers of Personal Information to or from countries where madVR Labs sells, supports, distributes, installs, fulfills, repairs, or services products.

Data-protection laws in those countries may differ from the laws in your jurisdiction.

Where required by applicable law, we use appropriate safeguards for international transfers of Personal Information, which may include adequacy decisions, Standard Contractual Clauses, the UK International Data Transfer Agreement or UK Addendum, data-processing agreements, supplementary measures, encryption, access controls, vendor security reviews, and other lawful transfer mechanisms.

You may contact us for more information about the safeguards we use for international transfers.

9. Your Privacy Rights

Depending on where you live and the laws that apply, you may have certain rights regarding your Personal Information, including rights to:

- request access to, correction of, deletion of, restriction of processing of, or a portable copy of Personal Information we hold about you, where applicable;
- object to certain processing, withdraw consent where processing is based on consent, opt out of marketing communications or certain sales, sharing, targeted advertising, or profiling, or limit certain uses or disclosures of Sensitive Personal Information, where applicable law gives you those rights; and
- lodge a complaint with a data-protection authority or regulator.

To exercise privacy rights, contact us at privacy@madvr.com.

We may need to verify your identity or authority before responding to a request. We may deny or limit requests where permitted by law, including where we need the information to provide products or services, complete transactions, maintain business records, comply with legal obligations, protect security, prevent fraud or abuse, resolve disputes, enforce agreements, preserve support history, support license enforcement, or establish, exercise, or defend legal claims.

You may unsubscribe from marketing emails by using the unsubscribe link in the email or by contacting us. Even if you opt out of marketing communications, we may still send transactional, administrative, service, security, support, or legal communications.

10. GDPR, UK GDPR, and Similar Privacy Laws

If you are located in the European Economic Area, the United Kingdom, Switzerland, or another jurisdiction with similar data-protection laws, this section provides additional information.

We may process Personal Information under the following legal bases:

Performance of a contract, where processing is necessary to provide products, software, applications, services, support, fulfillment, updates, accounts, licenses, activations, or other requested functionality, or to take steps before entering into a contract.

Legitimate interests, where processing is necessary for our legitimate interests or the legitimate interests of others, including operating, securing, improving, supporting, and marketing our products, software, applications, and services; responding to communications; improving documentation; preventing fraud; enforcing rights; managing business operations; supporting logistics; preserving support and service history; maintaining product, license, and entitlement records; and developing madAssist and other AI-assisted systems, provided those interests are not overridden by your rights and interests.

Consent, where required, such as for certain cookies, marketing communications, or specific processing activities.

Legal obligations, where processing is necessary to comply with legal, tax, accounting, regulatory, or other obligations.

We may use automated systems, including AI-assisted systems, to support product functionality, communications, support, routing, diagnostics, license verification, entitlement management, fraud prevention, security, analytics, logistics, and business operations.

Where applicable law gives you rights regarding automated decisions that produce legal or similarly significant effects, you may contact us at privacy@madvr.com to request information or exercise applicable rights.

You may exercise applicable GDPR, UK GDPR, or similar rights by contacting us at privacy@madvr.com. We generally respond within one month, unless an extension is permitted by law. You may also have the right to complain to a supervisory authority.

11. California and Other U.S. State Privacy Notices

This section applies to California residents and may also apply, in whole or in part, to residents of other U.S. states with similar privacy laws.

The categories below describe Personal Information we may collect or may have collected in the preceding 12 months. The examples are illustrative and do not mean that every example is collected from every person.

Identifiers and customer records. We may collect identifiers and customer records such as name, alias, postal address, email address, phone number, online identifier, IP address, account name, device identifier, billing information, shipping information, payment-related information, customer records, or similar information.

Commercial and professional information. We may collect commercial, professional, or employment-related information such as records of products or services purchased, obtained, considered, registered, activated, supported, or used; order history; support history; product ownership information; dealer/customer relationship information; company name; job title; dealer or integrator affiliation; business contact information; and related business records.

Internet, network, usage, and approximate location information. We may collect internet, network, usage, device, and approximate geolocation information such as browsing activity, search activity, interactions with websites, applications, products, services, or advertisements, logs, device data, usage data, and approximate location inferred from IP address, network routing, analytics, security, service delivery, or similar technical information. We do not intentionally collect precise GPS location unless separately disclosed or you choose to provide it.

Inferences and preferences. We may draw inferences from other information, such as product interests, support needs, preferences, likely dealer/customer relationship, usage trends, marketing segments, or similar information.

Sensitive Personal Information. We generally do not intentionally collect Sensitive Personal Information, except where you provide it, where needed for account access or security, where included in communications, or where otherwise disclosed. Sensitive Personal Information may include account login credentials, precise geolocation, government identification numbers, health information, financial account details, contents of certain communications, or similar information. Please do not provide highly sensitive information unless we specifically request it and it is necessary for your request.

Categories we generally do not intentionally collect. We generally do not intentionally collect biometric information, non-public education information, or protected classification characteristics such as race, religion, sex, gender, disability, marital status, veteran status, or similar characteristics, except where you voluntarily provide them or where required by law. We generally do not intentionally collect audio, electronic, visual, or similar sensory information, except where you voluntarily provide it, participate in recorded communications, provide screenshots, images, recordings, or video snippets, or where such information is collected through our software or products with your permission for troubleshooting, demonstration, support, service, diagnostics, training, product improvement, or related business purposes.

We may collect Personal Information from you, your devices, browsers, products, software, applications, or services; Envy, Commander, BackStage, madAssist, and related systems; Authorized Partners; Service Providers; business partners; Affiliates; payment, shipping, fulfillment, analytics, marketing, social media, or communication providers; public sources; and other sources consistent with this Privacy Policy.

We may disclose the categories above to Service Providers, Authorized Partners, Affiliates, business partners, professional advisors, legal authorities, analytics/advertising/marketing/social media partners, and other recipients described in this Privacy Policy.

We do not sell Personal Information for money. We may use analytics, advertising, marketing, remarketing, social media, audience measurement, or similar technologies that may be considered a “sale”, “sharing”, or “targeted advertising” under certain privacy laws. This may involve disclosure of online identifiers, IP addresses, cookie identifiers, device identifiers, internet or network activity, approximate geolocation, and related information to analytics, advertising, marketing, social media, or measurement partners.

To the extent our practices constitute a “sale” or “sharing” under California law, California residents may opt out by contacting us at privacy@madvr.com, using any “Do Not Sell or Share My Personal Information”, “Your Privacy Choices”, or privacy-preferences link or tool we make available, or enabling a legally recognized opt-out preference signal, such as Global Privacy Control, where required.

We do not knowingly sell or share Personal Information of consumers under 16 years of age.

California residents and residents of certain other U.S. states may have the right to know, access, correct, delete, obtain a copy of, opt out of certain sales/sharing/targeted advertising/profiling, limit certain uses of Sensitive Personal Information, and not be discriminated against for exercising privacy rights, subject to applicable exceptions.

To exercise these rights, contact us at privacy@madvr.com. We may need to verify your identity or authority before responding. Authorized agents may submit requests where permitted by law, but we may require proof of authorization and identity verification.

Some browsers offer “Do Not Track” signals. We do not currently maintain a uniform response to Do Not Track signals across all websites, applications, and services. We may update our practices from time to time, and we may respond to legally recognized opt-out preference signals, such as Global Privacy Control, where required by law.

California residents with an established business relationship with us may request information once per year about certain disclosures of Personal Information to third parties for those third parties’ direct marketing purposes, if applicable. California residents under 18 who are registered users of online services may request

removal of content or information they have publicly posted, where applicable. To make either request, contact us at privacy@madvr.com.

12. Children's Privacy

Our websites, applications, products, software, and services, including madAssist, are not directed to children or teens under 18.

We do not knowingly collect Personal Information from children under 13. We do not knowingly sell or share Personal Information of consumers under 16.

If you believe a child has provided Personal Information to us, please contact us at privacy@madvr.com so we can take appropriate action.

If a jurisdiction requires parental consent before collecting or using information from children or minors, we will comply with applicable requirements.

13. Security

We use commercially reasonable administrative, technical, and organizational measures designed to protect Personal Information.

However, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security.

You are responsible for maintaining the confidentiality of any account credentials and for using secure networks and devices when interacting with our websites, applications, products, software, and services.

14. Third-Party Links, Social Media, and Public Areas

Our websites, applications, products, software, and services may contain links to third-party websites, services, platforms, or content that we do not operate or control. We are not responsible for the privacy practices, content, or policies of third parties, and we encourage you to review their privacy policies.

We may maintain social media pages, profiles, communities, or accounts, including on Facebook/Meta and other social media platforms. When you interact with those pages or accounts, the relevant platform may process Personal Information under its own privacy policy and terms. For Facebook Fan Page insights and similar analytics, Meta may process information about your interaction with our page and provide us with aggregated or statistical insights.

Some websites, services, forums, communities, social media pages, events, or other features may allow you to post, submit, or share information publicly or with others. Information you share publicly may be viewed, copied, stored, redistributed, or used by others. Do not post Personal Information publicly unless you want it to be public.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time in our discretion. When we do, we will post the updated version on this page and update the "Last updated" date above. Unless the updated Privacy Policy states otherwise, changes are effective when posted.

Posting the updated Privacy Policy on this page is our primary method of providing notice of changes. We do not undertake to provide individual notice of every change, and in some cases we may not have a way to contact every user, such as where services are used anonymously or where we do not have current contact information.

Where applicable law requires additional notice, consent, or other steps for a particular change, we will comply with those requirements to the extent applicable.

To the extent permitted by law, the updated Privacy Policy applies to Personal Information collected or processed after the effective date of the updated Privacy Policy. We will not apply material changes retroactively to Personal Information collected under a prior version of this Privacy Policy where doing so would require notice or consent under applicable law.

We encourage you to review this Privacy Policy periodically.

16. Contact Us

If you have questions about this Privacy Policy or want to exercise privacy rights, contact us at:

madVR Labs, LLC
350-C Fortune Terrace #200
Potomac, MD 20854 USA
Email: privacy@madvr.com