

Privacy Policy

How Mahoney IT Group USA LLC collects, uses, discloses, and protects your Personal Information.

Effective Date: April 23, 2026

At a Glance

This is a quick summary. Full details follow in Sections 1 through 18.

- **Who we are:** Mahoney IT Group USA LLC, Boca Raton, Florida. We operate mahoney-it.tech.
- **What we collect:** Contact form details (company, name, business email, phone [optional], region, inquiry type, message), server logs (IP, user agent, timestamp), and a bot-protection token (Cloudflare Turnstile).
- **Why we collect it:** To respond to inquiries, route them to the appropriate regional team, operate the website securely, and prevent automated abuse.
- **Who we share it with:** Service Providers for operating the Site — Vercel (hosting), Resend (transactional email), Cloudflare (bot protection) — and Meta Platforms (Meta Pixel) and Google LLC (Google Analytics 4) for advertising measurement and website analytics. All US-based.
- **Sharing for advertising and analytics:** We use the Meta Pixel and Google Analytics 4 to measure the effectiveness of our advertising and understand how visitors use our website. Under CCPA/CPRA, both transmissions constitute “sharing” of limited Personal Information (IP address, user agent, pages viewed, device and session identifiers) for cross-context behavioral advertising.
- **Your opt-out:** You can opt out of this sharing at any time via the “**Your Privacy Choices**” link in the footer. We also automatically honor **Global Privacy Control (GPC)** browser signals. We do not sell Personal Information, and we do not use analytics or behavioral profiling beyond the Meta Pixel and Google Analytics 4 described here.
- **Your rights:** You may request access, deletion, correction, or portability of your data. California residents have additional rights under the CCPA/CPRA.
- **How to contact us:** info@mahoney-it.com. We respond within 45 days to verified consumer requests.

1. Introduction and Scope

This Privacy Policy describes how Mahoney IT Group USA LLC (“Mahoney IT”, “we”, “us”, or “our”) collects, uses, discloses, and protects Personal Information when you visit our website at mahoney-it.tech (the “Site”), submit the contact form, or otherwise interact with us online.

This Site is operated by Mahoney IT Group USA LLC and is directed at business users located in the United States. We also maintain a separate German website at mahoney-it.com, which is governed by a separate Datenschutzerklärung under EU law. If you are located in the European Union or the European Economic Area, please refer to Section 15 (“International Visitors”).

This Policy applies to information we collect through the Site. We do not issue a separate privacy notice for the Mahoney Control platform; data processing within the platform is governed contractually by a Master Services Agreement (MSA) and, where required by applicable data protection law, a separately executed Data Processing Addendum (DPA) between Mahoney IT and its customers.

2. Who Operates This Site

The business responsible for the processing of your Personal Information is:

Mahoney IT Group USA LLC

Mizner Park, 433 Plaza Real, Suite 275

Boca Raton, FL 33432

United States

Email: info@mahoney-it.com

Website: <https://mahoney-it.tech>

Mahoney IT Group USA LLC is part of the Mahoney IT group of companies, which maintains offices across North America, Europe, and Asia. For inquiries from European residents relating to EU-processed data, please also see the Datenschutzerklärung at mahoney-it.com.

3. Key Terms

- **“Personal Information”** (PI) means any information that identifies, relates to, describes, or could reasonably be linked with a particular individual or household, as defined by the California Consumer Privacy Act (“CCPA”) and the California Privacy Rights Act (“CPRA”).
- **“Sensitive Personal Information”** (Sensitive PI) has the meaning given in CPRA § 1798.140(ae).
- **“Service Provider”** has the meaning given in CCPA § 1798.140(ag) and refers to third parties we engage to process PI on our behalf.
- **“Sell”** and **“Share”** have the meanings given in CCPA/CPRA. We do not sell Personal Information. We share limited Personal Information with Meta Platforms, Inc. (Meta Pixel) and Google LLC (Google Analytics 4) for cross-context behavioral advertising, subject to the opt-out mechanism described in Section 7 and the GPC honoring described in Section 13.

4. Personal Information We Collect

In the past 12 months, we have collected the following categories of Personal Information:

CCPA CATEGORY	EXAMPLES	SOURCE
Identifiers	Name, business email address, company name, phone number (optional)	Directly from you (contact form)

CCPA CATEGORY	EXAMPLES	SOURCE
Internet or Network Activity	IP address, browser type, operating system, pages viewed, timestamps, referring URL	Automatically collected via server logs
Geolocation Data (coarse, self-reported)	Geographic region (Americas, Europe, or Asia Pacific) selected by you to route your inquiry to the appropriate regional team	Directly from you
Professional or Employment-Related Information	Company name, inquiry type (sales, support, partnership, etc.)	Directly from you
Commercial Information	Nature of your inquiry as described in the message you send us	Directly from you
Inferences	None. We do not profile visitors or build behavioral inferences.	N/A

Sensitive Personal Information (CPRA)

We do not collect Sensitive Personal Information as defined by CPRA § 1798.140(ae). This includes government-issued identifiers (SSN, driver’s license), account login credentials in combination with passwords, precise geolocation, racial or ethnic origin, religious or philosophical beliefs, genetic or biometric data, health data, or data about sex life or sexual orientation.

Advertising Measurement (Meta Pixel)

We use the Meta Pixel, a first-party JavaScript tag from Meta Platforms, Inc., to measure the effectiveness of our advertising. When active, the Meta Pixel transmits the following limited Personal Information to Meta: IP address, user agent, referrer URL, and the specific page URL you are viewing. The Meta Pixel fires a single “PageView” event and does not transmit contact-form content.

Under CCPA/CPRA, this transmission constitutes “sharing” of Personal Information for cross-context behavioral advertising. See Section 6 (Service Providers) for details on Meta as a processor, Section 7 (Do Not Sell or Share) for the opt-out mechanism, and Section 13 (GPC) for the Global Privacy Control honoring mechanism.

The Meta Pixel is disabled by default if your browser sends a GPC signal or if you have opted out via the “Your Privacy Choices” link in the website footer. We also do not use behavioral profiling, automated decision-making that produces legal effects, or analytics tools beyond the Meta Pixel and the Google Analytics 4 implementation described below.

Website Analytics (Google Analytics 4)

We use Google Analytics 4 (“GA4”), a web analytics service provided by Google LLC, to understand how visitors interact with our website. When active, GA4 transmits the following Personal Information to Google: IP address, user agent, referrer URL, the specific page URL viewed, device and browser characteristics, approximate location derived from IP address, a randomly generated client identifier (stored in `localStorage` or a first-party cookie), session identifiers, and interaction events generated by our site configuration. Our GA4 measurement identifier is `G-72THDK1EZP`.

Depending on Google’s product configuration, GA4 may combine this data with Google’s broader advertising ecosystem (for example, when an account is linked to Google Ads or when “Google Signals” is enabled for cross-device measurement and demographic inference). To ensure full transparency under CCPA/CPRA regardless of configuration, we classify this transmission as “sharing” of Personal Information for cross-context behavioral advertising. The opt-out mechanisms described in Section 7 and the GPC honoring described in Section 13 apply to GA4 identically to the Meta Pixel.

GA4 is disabled by default if your browser sends a GPC signal or if you have opted out via the “Your Privacy Choices” link in the website footer. When disabled, no request is made to `googletagmanager.com` or `google-analytics.com` and no client identifier is set.

Information We Do Not Collect

- We do not set tracking cookies of our own. Cloudflare Turnstile may set a strictly necessary cookie during contact form submission as part of its bot-detection process; this cookie is classified as strictly necessary and does not track you across sites.
- Beyond the Meta Pixel and Google Analytics 4 described above, we do not use additional third-party analytics tools, advertising tracking pixels, or behavioral profiling.
- Any future addition of such services will be reflected in this Policy before the service becomes active. In case of material changes, we will provide additional notice as required by law.

5. How We Use Personal Information

We use the Personal Information we collect for the following business purposes:

PURPOSE	CATEGORY USED	LEGAL BASIS (CCPA BUSINESS PURPOSE)
Respond to your inquiries and requests	Identifiers, Professional Info, Commercial Info	Performing a service requested by you
Route your inquiry to the appropriate regional team	Geolocation (self-reported region)	Performing a service requested by you
Operate, secure, and debug the Site	Internet or Network Activity	Short-term transient use; maintaining quality and safety

PURPOSE	CATEGORY USED	LEGAL BASIS (CCPA BUSINESS PURPOSE)
Prevent fraud, spam, and automated abuse	Internet or Network Activity	Security and fraud prevention
Comply with legal obligations	All categories as needed	Legal compliance

We share limited Personal Information (IP address, user agent, referrer, page URL, and — for Google Analytics 4 — device and session identifiers) with Meta Platforms, Inc. via the Meta Pixel for advertising measurement and with Google LLC via Google Analytics 4 for website analytics. Under CCPA/CPRA, both transmissions are classified as “sharing” for cross-context behavioral advertising. We do not sell Personal Information, and we do not conduct profiling that produces legal or similarly significant effects. You may opt out of sharing at any time — see Section 7.

6. Service Providers and Disclosures

We engage a limited number of Service Providers to support the operation of the Site. All Service Providers are contractually restricted from using your Personal Information for any purpose other than the specific services they perform for us.

SERVICE PROVIDER	PURPOSE	DATA CATEGORIES SHARED	LOCATION
Vercel Inc. 440 N Barranca Ave #4133 Covina, CA 91723, USA	Website hosting and edge delivery. Vercel receives IP addresses, request metadata, and server log data as a technical necessity of serving the website.	Internet or Network Activity	United States
Resend, Inc. 2261 Market Street #4010 San Francisco, CA 94114, USA	Transactional email delivery. When you submit the contact form, Resend processes your email address, name, and the content of the double-opt-in confirmation email we send you, as well as any internal notification emails related to your inquiry.	Identifiers, Commercial Information (content of your message)	United States
Cloudflare, Inc. 101 Townsend Street San Francisco, CA 94107, USA	Bot protection (Cloudflare Turnstile). Turnstile performs a lightweight proof-of-humanity check when you submit the contact form. It does not track you across sites.	Internet or Network Activity (challenge token, IP)	United States
Meta Platforms, Inc. 1 Meta Way Menlo Park,	Advertising measurement via the Meta Pixel (“PageView” event). Meta receives a limited set of data fields each time you visit a page with the Pixel active. Under CCPA/CPRA, this transmission is classified as “sharing” for cross-	Internet or Network Activity (IP address, user agent, referrer, page URL)	United States

SERVICE PROVIDER	PURPOSE	DATA CATEGORIES SHARED	LOCATION
CA 94025, USA	context behavioral advertising. The Pixel is automatically disabled for visitors whose browser sends a Global Privacy Control signal or who have opted out via the “Your Privacy Choices” footer link.		
Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA	Website analytics via Google Analytics 4 (measurement ID G-72THDK1EZP). Google receives data fields each time you visit a page with GA4 active. Under CCPA/CPRA, we classify this transmission as “sharing” for cross-context behavioral advertising, to cover any configuration involving Google Signals or Google Ads linkage. GA4 is automatically disabled for visitors whose browser sends a Global Privacy Control signal or who have opted out via the “Your Privacy Choices” footer link.	Internet or Network Activity (IP address, user agent, referrer, page URL, device/session identifiers, approximate location derived from IP)	United States

Each Service Provider is contractually bound by its standard Data Processing Agreement or equivalent terms, which we accept as part of our service agreements with them. For Meta Platforms, the governing terms are Meta’s Business Tools Terms and, where applicable under state privacy law, the supplemental “service provider” or “third party” terms that Meta publishes for operators subject to U.S. state consumer-privacy laws. For Google LLC, the governing terms are the Google Analytics Terms of Service and the Google Ads Data Processing Terms, which we accept as part of our service agreement with Google.

We may also disclose Personal Information when required by law, to enforce our Terms, or to protect our rights or the rights of others.

7. “Do Not Sell or Share My Personal Information”

We do not sell Personal Information as defined by the CCPA/CPRA, and we have not sold Personal Information in the preceding twelve (12) months.

We do share Personal Information for cross-context behavioral advertising via the Meta Pixel and Google Analytics 4 described in Section 4 and Section 6. The categories of Personal Information shared are Internet or Network Activity (IP address, user agent, referrer, page URL, device and session identifiers). The third parties receiving this information are Meta Platforms, Inc. and Google LLC.

We do not use or disclose Sensitive Personal Information for any purpose other than those permitted without the right to limit under CCPA § 1798.121(d).

How to Opt Out of Sharing

You have three independent mechanisms available to opt out of sharing for cross-context behavioral advertising. Any one of them is sufficient. Your opt-out is stored in your browser and takes effect immediately.

1. **“Your Privacy Choices” link.** A persistent link titled “Your Privacy Choices” appears in the footer of every page on this Site, in compliance with CCPA/CPRA § 1798.135(b)(1) and California Regs § 7026. Clicking the link opens a preference panel where you can toggle sharing off. Your preference is stored in your browser’s local storage and persists across sessions on the same browser/device.
2. **Global Privacy Control (GPC).** We automatically honor the GPC browser signal as a valid opt-out request under CCPA/CPRA and the analogous provisions of Colorado, Connecticut, and other state privacy laws that require honoring such signals. If your browser or extension transmits a GPC signal, the Meta Pixel and Google Analytics 4 will not load for your session without any further action on your part. See Section 13 for details.
3. **Email request.** You may also send a plain-language opt-out request to info@mahoney-it.com with “Opt-out of sharing” in the subject line. Because the technical opt-out above is stored in your browser, this email route is most useful for visitors who have cleared browser storage or who use multiple devices and want confirmation of our records.

No opt-out fee applies. We will not discriminate against you for exercising your opt-out right (see Section 10).

8. How Long We Keep Personal Information

We retain Personal Information only as long as necessary to fulfill the purposes set out in this Policy, comply with legal obligations, resolve disputes, and enforce our agreements.

Server logs (IP addresses, request metadata)

Retained for the duration provided by our hosting provider (typically up to thirty (30) days) for security, debugging, and abuse prevention, then automatically deleted or anonymized.

Contact form inquiries

Retained for six (6) months after resolution of the inquiry for operational follow-up. Where the inquiry results in a business relationship or contract, records may be retained for up to seven (7) years to meet U.S. tax and commercial record-keeping requirements.

Double-opt-in confirmation records

Retained for at least three (3) years after the inquiry is closed, as evidence of your lawful consent to contact under applicable anti-spam and consumer-protection laws (e.g., CAN-SPAM, TCPA, and state UDAP statutes).

Retention following a deletion request

Where we are legally required to retain records beyond a verified deletion request (e.g., for tax, audit, or dispute-resolution purposes), we retain only the minimum information necessary and restrict further use to that legal purpose.

9. How We Protect Information

We take the security of Personal Information seriously. We implement administrative, technical, and physical safeguards designed to protect Personal Information against unauthorized access, disclosure, alteration, or destruction. These include encrypted transport (HTTPS/TLS), access controls, logging and monitoring, and periodic review of our security practices.

No method of transmission over the internet or electronic storage is one hundred percent secure. If we become aware of a security incident affecting your Personal Information, we will notify you and applicable regulators as required by law.

10. Your California Privacy Rights (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), provides you with the following rights with respect to your Personal Information:

Right to Know

You have the right to request that we disclose what Personal Information we collect, use, disclose, and (if applicable) sell or share about you, including the categories of Personal Information, the categories of sources, the business purposes, and the categories of third parties with whom we share it.

Right to Access / Portability

You have the right to request a copy of the specific pieces of Personal Information we have collected about you, in a readily usable format where technically feasible.

Right to Delete

You have the right to request that we delete Personal Information we collected from you, subject to certain exceptions (e.g., information we need to retain to complete a transaction, detect security incidents, comply with legal obligations, or exercise legal rights).

Right to Correct

You have the right to request that we correct inaccurate Personal Information we maintain about you.

Right to Opt Out of Sale / Sharing

You have the right to direct a business that sells or shares Personal Information to stop doing so. We share Personal Information for cross-context behavioral advertising via the Meta Pixel and Google Analytics 4 (see Section 7). You can opt out at any time via the “Your Privacy Choices” link in the footer, by enabling Global Privacy Control in your browser, or by emailing us at info@mahoney-it.com.

Right to Limit Sensitive PI

Where a business uses Sensitive Personal Information to infer characteristics about a consumer, you have the right to limit that use. As noted in Section 4, we do not collect Sensitive Personal Information, so this right does not currently require any action on your part.

Right to Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. We will not deny services, charge different prices, or provide a different level of quality because you exercised your rights.

11. How to Exercise Your Rights

To exercise any of the rights described in Section 10, please contact us at **info@mahoney-it.com** with “Privacy Request” in the subject line, or via mail at the address listed in Section 2.

Identity Verification

To protect your Personal Information and prevent unauthorized disclosure, we may need to verify your identity before responding to your request. Verification may involve asking you to confirm specific pieces of information already in our records (such as the email address, company name, and approximate date of your inquiry). We will request only the information reasonably necessary to verify your identity. Identity verification is a separate process from the double-opt-in step used for contact form submissions and is not inferred from it.

Authorized Agents

You may designate an authorized agent to make a request on your behalf. We will require written proof of authorization (e.g., a signed permission or power of attorney) and may require you to verify your identity directly with us.

Response Timeframes

We will respond to verifiable consumer requests within the timeframes required by applicable law — generally forty-five (45) days under CCPA/CPRA, extendable by an additional forty-five (45) days where reasonably necessary, with notice to you.

No Fee

We will not charge a fee for responding to a verifiable consumer request unless it is manifestly unfounded or excessive, as permitted by law.

Appeal

Where applicable state privacy law provides a right to appeal a refusal to act on a request, and we decline to act on your request, we will inform you of the appeal procedure available under that state’s law.

12. Residents of Other U.S. States

Residents of other U.S. states with comprehensive privacy laws may have rights substantially similar to those described in Section 10, subject to that state's specific definitions, thresholds, and exceptions.

U.S. State Rights

In particular, residents of the following states have enumerated privacy rights under the laws of their respective states, which we honor to the extent those laws apply to our processing of your Personal Information:

- **Florida** — Florida Digital Bill of Rights (FDBR)
- **California** — California Consumer Privacy Act as amended by the California Privacy Rights Act (CCPA/CPRA); see Section 10 above
- **Texas** — Texas Data Privacy and Security Act (TDPSA)
- **Virginia** — Virginia Consumer Data Protection Act (VCDPA)
- **Colorado** — Colorado Privacy Act (CPA)
- **Connecticut** — Connecticut Data Privacy Act (CTDPA)

To the extent these laws apply to our processing of your Personal Information, we honor the applicable rights — including access, correction, deletion, portability, and opt-out of targeted advertising, sale, or profiling with significant effects — through the same contact procedure described in Section 11.

Residents of other U.S. states with comparable privacy laws (including, without limitation, Utah, Oregon, Montana, Iowa, Delaware, New Hampshire, New Jersey, Tennessee, Minnesota, Maryland, and Rhode Island) may exercise the rights provided under their state's law through the same contact procedure.

Because we do not sell Personal Information and do not conduct profiling that produces legal or similarly significant effects, most state-level opt-out rights are either addressed by the "Your Privacy Choices" mechanism described in Section 7 (for sharing / targeted advertising) or do not currently require any action on your part.

13. Global Privacy Control and Do-Not-Track

Global Privacy Control (GPC). The Global Privacy Control is a browser-based signal that allows you to communicate your privacy preferences to websites you visit. We honor valid GPC signals as an opt-out request under the CCPA/CPRA and applicable state privacy laws (including Colorado, Connecticut, and Texas), to the extent those laws require honoring such signals.

How we honor GPC. Our website detects the GPC signal on the client side via the `navigator.globalPrivacyControl` property as soon as the page loads. If GPC is present:

- The Meta Pixel loader and the Google Analytics 4 loader are blocked before any request is made to Meta or Google. No IP address, user agent, referrer, page URL, or device/session identifier is transmitted to Meta Platforms or Google LLC for advertising measurement or analytics.

- This is treated as an opt-out of “sharing” for cross-context behavioral advertising for your entire session on this Site and, to the extent your browser continues to send GPC on future visits, for those visits as well.
- No additional action on your part is required. You do not need to click the “Your Privacy Choices” link separately if GPC is enabled.

The GPC honoring mechanism is active. If you would like to verify it, you can load the Site with GPC enabled in your browser (for example via Firefox’s built-in GPC setting or the “Privacy Badger” extension) and confirm in your browser’s developer tools that no request to `connect.facebook.net` , `googletagmanager.com` , OR `google-analytics.com` is made.

Do Not Track (DNT). Web browsers may offer a “Do Not Track” setting. Because no industry standard has emerged for how websites should interpret this signal, we do not currently respond to DNT signals. Please use the GPC signal or the “Your Privacy Choices” link instead.

14. Children’s Privacy (COPPA)

This Site is directed to businesses, not to children. We do not knowingly collect Personal Information from children under the age of thirteen (13). If you believe a child under 13 has provided Personal Information to us, please contact us at info@mahoney-it.com and we will promptly delete such information.

In addition, we do not knowingly sell or share the Personal Information of minors under the age of sixteen (16) under CCPA/CPRA § 1798.120(c).

15. International Visitors (EU/EEA, UK, and Others)

This Site is operated from the United States and is intended primarily for visitors in the Americas. If you access the Site from outside the United States, please be aware that your Personal Information will be transferred to, stored, and processed in the United States.

For visitors from the European Economic Area (EEA), the United Kingdom, or Switzerland:

We recognize that U.S. data protection law differs from the requirements of the GDPR and UK GDPR. In particular:

- U.S. federal law may permit government authorities to access data in certain circumstances (e.g., under the CLOUD Act or Section 702 of the FISA). This is a structural difference to EU/UK law and was part of the Schrems II ruling.
- Where Mahoney IT Group USA LLC acts as a processor or sub-processor for EU-established customers of the Mahoney IT group, cross-border transfers are governed contractually by the separately executed Data Processing Addendum (DPA) referenced in Section 1, which incorporates the Standard Contractual Clauses (SCCs) under GDPR Art. 46 and, where applicable, the EU-U.S. Data Privacy Framework (DPF) or its UK/Swiss extensions.
- For purely informational visits to this Site (reading content, submitting a contact form), we process Personal Information in the United States on the basis of your voluntary decision to contact a U.S.-

operated Site and your explicit confirmation via the double-opt-in step.

OUR COMMITMENT TO TRANSPARENCY

In line with our commitment to Absolute Integrity, we proactively inform users about the implications of U.S. jurisdictional reach (such as FISA 702 and the CLOUD Act) via an interstitial notice before any cross-border data transfer occurs. We do not voluntarily cooperate with intelligence requests beyond our legal obligations, and we publish a transparency statement describing our approach to lawful government requests.

For any questions about the EU/UK treatment of your data in the context of customer or partner relationships, please see the Datenschutzerklärung at mahoney-it.com or contact us directly.

16. Accessibility

We are committed to making this Privacy Policy accessible to all visitors. If you have difficulty accessing any part of this Policy due to a disability, please contact us at **info@mahoney-it.com** and we will work with you to provide the information in an alternative format.

17. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make changes, we will update the “Effective Date” at the top of this Policy. For material changes, we will provide additional notice on the Privacy Policy page before the changes become effective.

We encourage you to review this Policy periodically to stay informed about our practices.

18. Contact Us

If you have questions about this Privacy Policy, about how we handle Personal Information, or if you wish to exercise any of the rights described above, please contact us:

Mahoney IT Group USA LLC

Mizner Park, 433 Plaza Real, Suite 275

Boca Raton, FL 33432

United States

Email: info@mahoney-it.com

Website: <https://mahoney-it.tech>

For inquiries relating to EU/UK/Swiss data protection matters handled by our European entity, please also see the Datenschutzerklärung at mahoney-it.com, which lists the relevant EU contact channel.