

Privacy Policy for Variant, LLC

Last Updated: August 11, 2025

1. Introduction

Welcome to Variant, LLC (“we,” “our,” or “us”).

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our website, application, and related services (collectively, the “Service”).

We respect your privacy and are committed to protecting your personal information. Please read this policy carefully to understand how we process your data.

If you have questions or concerns, contact us at hello@variantbuilder.com.

2. Information We Collect

2.1 Personal Data

We collect the following types of personal information:

- **Account Information:** Full name and email address when you create an account.
- **Profile Information:** Optional profile picture that you may choose to upload.
- **Usage Data:** Information about how you interact with our Service, including browser type, IP address, pages visited, time and date of visits, and other diagnostic data.
- **Device Information:** Information about the device and/or browser you use to access our Service.

2.2 Data Collection Methods

We may collect information through:

- Direct interactions when you register for an account or use our Service
- Automated technologies and interactions, including cookies and similar tracking technologies

Including:

- Browser type and version
- IP address
- Pages visited and time spent on the Service

- Date and time of visits
- Device type and operating system

3. How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve our Service
- Process and complete transactions
- Send administrative information, such as updates, security alerts, and support messages
- Respond to your comments, questions, and requests
- Monitor and analyze trends, usage, and activities in connection with our Service
- Detect, prevent, and address technical issues
- Personalize and improve your experience with our Service
- Comply with legal obligations.

4. Data Storage and Security

We store your information on secure servers and use technical and organizational measures to protect against unauthorized access, loss, destruction, or alteration.

While we strive to use commercially acceptable means to protect your data, no method of transmission or storage is completely secure.

5. Data Retention

We will retain your personal data for a period of 1 year. After this period, your data will be securely deleted or anonymized, unless retention is required to comply with legal obligations, resolve disputes, or enforce our agreements.

6. Disclosure of Your Information

We do not share your personal information with any external services or third parties, except in the following limited circumstances:

- Legal authorities when required by law
- In connection with a business transaction such as a merger, acquisition, or sale of assets

We do not sell your personal information.

7. Your Rights

In accordance with data protection laws such as GDPR and CCPA, you have the following rights regarding your personal data:

- **Right to access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can request correction of inaccurate or incomplete personal data.
- **Right to erasure:** You can request deletion of your personal data under certain circumstances.
- **Right to restrict processing:** You can request restriction of processing of your personal data.
- **Right to data portability:** You can request transfer of your personal data to you or a third party.
- **Right to object:** You can object to processing of your personal data under certain circumstances.
- **Right to withdraw consent:** You can withdraw consent at any time where we rely on consent as the legal basis for processing.

For California residents under the CCPA, you also have the right to:

- Know what personal information is being collected about you
- Know whether your personal information is sold or disclosed and to whom
- Opt out of the sale of your personal information
- Request deletion of your personal information
- Not be discriminated against for exercising your privacy rights

8. Cookies and Tracking Technologies

Our Service uses cookies and similar tracking technologies to track activity on our Service and store certain information. These technologies help us analyze traffic, customize content, and improve your experience.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

9. Children's Privacy

Our Service is not intended for children under the age of 16. We do not knowingly collect personally identifiable information from children under 16.

10. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by presenting the new Privacy Policy upon logging into our Service and updating the "Last Updated" date.

11. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

- **Contact Person:** Variant Support
- **Email:** support@variantbuilder.com

This Privacy Policy is effective as of [Last Updated Date] and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.