

NeuAnalytics Website Privacy Policy

Last modified: August 12, 2026

Introduction

Neu Consulting Group, LLC d/b/a NeuAnalytics, LLC, and its affiliates (“**NeuAnalytics**” or “**We**” or “**Us**” or “**Our**”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website <https://www.neuanalytics.com/> or <http://www.neucg.com/> (collectively, our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. This Privacy Policy applies to all services offered by NeuAnalytics and its affiliates, unless any of those services have a separate privacy policy that does not incorporate this Privacy Policy.

This policy applies to information we collect:

- On this Website.
- In email and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by NeuAnalytics or any third party (including our affiliates and subsidiaries); or
- Any third party including through any application or content that may link to or be accessible from or on the Website

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, and your personal or business postal address, e-mail address, or telephone number (“**personal information**”);
- That is about you but individually does not identify you; and
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies.
- From third parties, for example, our business partners.

Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, requesting an e-book, download, or brochure, signing up for our newsletter, requesting to stream a webinar, or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us by email or by using the contact features provided on the Website.
- Your search queries on the Website.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, type of device, operating system, and browser type.

The information we collect automatically is only statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. For more information, please see our [Cookie Policy](#).
- **Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit NeuAnalytics, for example, to count users who have visited those pages and for other related website statistics (such as recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies

We utilize third party tools, such as Google Analytics, to collect information about use of our Website or services. Third parties may use cookies and similar technologies to collect information such as how often users visit our Website, what pages they visit when they visit, and what other sites they used prior to coming to our Website. For more information on how Google Analytics uses data and how to control information sent to Google visit, <https://www.google.com/policies/privacy/partners/>.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- To obtain your feedback on the Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business. These include service providers that provide us with website hosting, cookie management, analytics, marketing, IT, security, and other operational support services.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of NeuAnalytics' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by NeuAnalytics about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

- To enforce or apply our Website Terms of Use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of NeuAnalytics, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from NeuAnalytics.** If you do not wish to have your contact information used by NeuAnalytics to promote our own services, you can opt-out by sending us an email stating your request to Compliance@NeuAnalytics.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt-out does not apply to service-related or transactional communications.
- **Disclosure of Your Information for Third-Party Advertising.** To the extent we use or disclose personal information for third-party advertising or targeted advertising, you can opt out by sending us an email stating your request to Compliance@NeuAnalytics.com.

Accessing and Correcting Your Information

You can review and change your personal information by sending us an email at Compliance@NeuAnalytics.com to request access to, correct, or delete personal information that we maintain about you, subject to applicable law. We may not accommodate a request to access, correct, or delete information if we believe the request would violate any law or legal requirement, would cause the information to be incorrect, or if an exception under applicable law permits or requires us to retain the information.

Data Retention

We retain personal information for as long as reasonably necessary to provide our Website, products, and services; maintain our relationship with you; operate our organization; comply with legal, contractual, accounting, and reporting obligations; resolve disputes; enforce our agreements; and protect safety, security, and integrity. In determining the appropriate retention period, we consider the amount, nature, and sensitivity of the information, the purposes for which we process it, the potential risk of harm from unauthorized use or disclosure, applicable legal requirements, and whether we can achieve those purposes through deletion, deidentification, anonymization, or restricted access.

To the extent we retain personal information in our capacity as a processor on behalf of a client, the applicable retention period is generally determined by that client and set forth in our written agreement with the client.

State Privacy Laws

Depending on your state of residence and the scope of any applicable state privacy law, this section describes rights you may have regarding your personal information.

We process the categories of personal information identified in “Information We Collect About You and How We Collect It” and use this personal information for the purposes identified in “How We Use Your Information”. We share personal information as described in “Disclosure of Your Information”.

You may have certain rights regarding your personal information and our collection, use, disclosure, sale, sharing, or other processing of such information. You may exercise these rights free of charge except as otherwise permitted under applicable law by submitting a verifiable consumer request (as defined below). These rights may include:

- **Right to Know, Right to Access, and Right to Portability.** You may request that we disclose to you:
 - Whether we are processing your personal information.
 - The categories of personal information we have collected about you.
 - The categories of sources from which the personal information was collected.
 - The business or commercial purpose for collecting, selling, or sharing the personal information.
 - The categories of third parties to whom we have disclosed the personal information.
 - The business or commercial purpose for collecting or sharing that personal information.
 - The specific pieces of information we have collected about you.
- **Right to Opt-Out.** You have the right to request that we allow you to opt out of certain processing, to the extent provided by applicable law, including: the sale of personal information; the sharing of personal information for cross-context behavioral advertising or targeted advertising; and profiling in furtherance of decisions that produce legal or similarly significant effects.
- **Right to Limit or Consent to Sensitive Data Processing.** Depending on applicable law, you may have the right to limit our use or disclosure of sensitive personal information or to require consent before we process sensitive data. “Sensitive data” generally means personal data revealing racial or ethnic origin, religious beliefs, mental or physical health diagnosis, sexual orientation, or citizenship or immigration status; genetic or biometric data processed for the purpose of uniquely identifying a natural person; personal data collected from a known child (i.e., a child under the age of 13, consistent with the federal Children’s Online Privacy Protection Act, as further described in Children Under the Age of 13 below); and precise geolocation data.
- **Right to Delete.** You have the right to request that we delete personal information that we have collected about you. Please note if you have requested a service that requires the use of your personal information, we may not be able to provide that service if you choose to delete your personal information. Your request may also be denied if retaining your personal information is necessary for us or our service providers to detect or protect against security incidents or other fraudulent or illegal activity; to debug, identify or repair errors that impact the functionality of our systems; or to comply with a legal obligation.

- **Right to Correct.** You have the right to request that we correct inaccurate personal information that we have collected about you.
- **Right to Appeal.** If we decline to take action on a request that you make in accordance with the foregoing to exercise your privacy rights, you may appeal our decision by directly responding to our denial decision email or by contacting your state Attorney General, as applicable.

Requests to Exercise Your Rights

The exact scope of these rights may vary by state. To exercise any of your rights, please contact us at:

8417 Santa Fe Drive, Suite 200, Overland Park, Kansas, 66212 Attn: Legal Department

Compliance@NeuAnalytics.com

We will respond to a verified request as soon as practicable and as required by applicable law. A verifiable consumer request is a request made by you that allows us to reasonably verify that you are the individual that you say you are. We may take steps to verify or require you to verify your identity before granting you access to information or acting on your request to exercise your rights. You may designate an authorized agent to exercise any of your rights on your behalf by providing your agent with written permission to act on your behalf.

If we have received your personal information through our clients or we are otherwise acting as a service provider (also referred to in this Privacy Policy as a “processor” under applicable data protection laws such as the GDPR), we may refer you to our client to fulfill your request, in accordance with applicable law.

We will attempt to respond to your request within 45 days of receipt of a verifiable consumer request. If we need additional time, we will inform you of the reason for the extension (such extension not to exceed the period of time allowed by applicable state law) in writing.

We do not sell or share personal information with third parties for cross-context behavioral advertising. We do not use or disclose sensitive personal information for any purposes other than those permitted by applicable law. Some browsers and browser extensions support Global Privacy Control or other universal opt-out mechanisms that can communicate a request to opt out of certain processing, including sale or sharing of personal information or targeted advertising. When we detect such a signal, we will make reasonable efforts to respect the choices indicated by that signal to the extent required by applicable law.

We will not discriminate against you for exercising your rights under applicable state law.

EU/UK GDPR Notice

To the extent the processing of your personal information is subject to the European Union (“EU”) General Data Protection Regulation (“EU GDPR”) or the United Kingdom (“UK”) General Data Protection Regulation (“UK GDPR”), the following terms apply in addition to the sections above. For purposes of this EU/UK GDPR Notice, “personal information” has the same meaning as “personal data” under the EU GDPR and UK GDPR.

Controller

NeuAnalytics is the controller responsible for this Website and, where applicable, for the processing of personal information in connection with the services described in this Privacy Policy.

Processor

To the extent NeuAnalytics processes personal information on behalf of a client in connection with the services we provide to that client, rather than personal information we collect directly through this Website, NeuAnalytics acts as a processor and the applicable client acts as the controller of that personal information. In that capacity, we process personal information only on the documented instructions of the applicable client, including with regard to transfers of personal information to a third country, unless required to do otherwise by the EU GDPR, the UK GDPR, or other applicable law. The categories of personal information we process, and the purposes for which we process it, are determined by the applicable client and are set forth in our written agreement with that client. If you are a customer, employee, or other contact of one of our clients and wish to exercise your rights with respect to personal information that we process on that client's behalf, please contact the applicable client directly, as the client is responsible as controller for responding to your request. We will refer to the applicable client any requests we receive from you in this capacity.

Legal Basis and Legitimate Interests

We will use your personal information when the law allows us to, most commonly in the following circumstances:

- Where we need to perform a contract we are about to enter into or have entered into with you.
- Where we need to provide you with information, products, or services that you request from us.
- Where it is necessary for our legitimate interests or those of a third party and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation or establish, exercise, or defend legal claims.
- Where you have provided your consent. You have the right to withdraw consent at any time with effect for the future by contacting us.

Where we collect, use, disclose, or otherwise process your information based on legitimate interests, we may rely on legitimate interests including registering you as a customer or potential customer, managing our relationship with you, administering and protecting our Website and business, responding to legal requests, complying with law, marketing our services where permitted by law, and providing, improving, and developing our Website, products, and services.

Change of Purpose

Unless required or permitted by law, we will use your personal information only for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason that is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and explain the legal basis that allows us to do so.

Obligation to Provide Personal Information

You are neither legally nor contractually obliged to provide your personal information. However, if you do not provide certain personal information, we may not be able to provide our services or respond to your requests.

Your EU/UK Legal Rights

If you are located in the EU, European Economic Area, or UK, to the extent provided by law, you have the right:

- To access the personal information we maintain about you and receive information about how we process it.
- To receive a copy of the personal information we process about you.
- To correct your personal information.
- To have your personal information erased.
- To object to or restrict how we process your personal information.
- To request that your personal information be transferred to a third party in a structured, commonly used, machine-readable format, where technically feasible and required by law.
- To withdraw any consent you may have given us to process your personal information with effect for the future, without affecting the lawfulness of processing carried out before withdrawal.

You have a general right to object, on grounds relating to your situation, if we process your personal information based on our legitimate interests. We will no longer process your personal information unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms or for the establishment, exercise, or defense of legal claims.

You also have the right to lodge a complaint with a supervisory authority in your applicable EU Member State. In the UK, you have the right to lodge a complaint with the Information Commissioner's Office.

Automated Decision-Making and Profiling

NeuAnalytics does not engage in automated decision-making, including profiling, that produces legal effects concerning you or that similarly significantly affects you, as those terms are used under the EU GDPR and UK GDPR.

International Data Transfers

Your personal information may be processed in the United States and other countries outside the country where you reside, including outside the EEA and UK. Where we transfer personal information outside the EEA or UK, we implement appropriate safeguards, such as EU or UK Standard Contractual Clauses, where required by applicable law. You may contact us to obtain additional information about the safeguards applicable to such transfers.

Where we transfer personal information outside the EEA or UK on behalf of a client in our capacity as a processor, the transfer mechanisms applicable to that personal information, such as EU or UK Standard Contractual Clauses, are set forth in our agreement with the applicable client.

Data Protection Officer

NeuAnalytics has designated individuals within its Legal Department who receive inquiries and requests directed to Compliance@NeuAnalytics.com and who serve as the contacts for handling data subject requests and complaints under the EU GDPR and UK GDPR. NeuAnalytics' business activities do not involve processing special categories of personal information on a large scale, or large-scale, regular, and

systematic monitoring of individuals in the EU or UK. Accordingly, NeuAnalytics is not required to appoint a Data Protection Officer under the EU GDPR or UK GDPR at this time.

Contact Information for EU and UK Residents

If you wish to exercise your rights or have questions about this Privacy Policy, please contact us at:

8417 Santa Fe Drive, Suite 200, Overland Park, Kansas, 66212 Attn: Legal Department

Compliance@NeuAnalytics.com

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. In addition to stringent internal policies regarding best practices for both physical and virtual security, we have independent auditors conduct inspections annually to ensure our security measures are adequate to protect us and our users from new and developing security threats, and we regularly incorporate any commercially reasonable protections recommended by the audit. The safety and security of your information also depends on you. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website, register on the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at Compliance@NeuAnalytics.com. This age threshold is consistent with our use of the term “known child” in the Right to Limit or Consent to Sensitive Data Processing section above. If you are located in the EU, the European Economic Area, or the UK, the minimum age at which you may provide consent to the processing of your personal information without the involvement of a parent or guardian may be higher than 13, depending on the laws of your country of residence. If you have not reached the applicable age of consent in your country of residence, please do not use this Website or provide personal information without the involvement of a parent or guardian.

Access to the Website

While the Website may be accessed from outside the United States, our products and services as made available through the Website are primarily targeted at users within the United States. To the extent the processing of your personal information is subject to the EU GDPR or UK GDPR, the EU/UK GDPR Notice above applies.

Changes to Our Privacy Policy

We may modify or amend this Privacy Policy from time to time at our discretion. When we make changes to this Privacy Policy, we will amend the revision date at the top of this page, and such modified or amended Privacy Policy shall be effective as of that revision date. If we make material changes to how we treat our users' personal information, we will notify you by email or through a notice on the Website home page. You are responsible for ensuring we have an up-to-date email address for you and for periodically visiting our Website and this Privacy Policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

8417 Santa Fe Drive, Suite 200, Overland Park, Kansas, 66212 Attn: Legal Department

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