

Privacy Policy

Last updated: March 2026

Matter + Energy ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website at www.matternenergy.com (the "Site") or engage with our services. Please read this policy carefully. If you do not agree with its terms, please discontinue use of the Site.

1. Information We Collect

1.1 Information You Provide Directly

We collect information you voluntarily provide when you:

- Complete a contact form or inquiry submission
- Schedule a discovery call or lab session
- Subscribe to our Insights content or email communications
- Apply for a position through our Careers page
- Engage with us via email or other correspondence

This information may include your name, job title, organization, email address, phone number, and the content of your message or inquiry.

1.2 Information Collected Automatically

When you visit our Site, certain information is collected automatically through cookies and similar tracking technologies, including:

- IP address and approximate geographic location
- Browser type, version, and operating system
- Pages visited, time spent on pages, and navigation paths
- Referring URLs and exit pages
- Device identifiers and screen resolution

1.3 Information from Third-Party Services

We use HubSpot CMS and HubSpot CRM to host our website and manage prospect and client relationships. HubSpot may collect and process data on our behalf in accordance with their own privacy practices. We may also receive limited information from LinkedIn or other professional platforms if you interact with our content there.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to inquiries, schedule meetings, and fulfill service requests
- To deliver and improve our website and digital content
- To send relevant Insights, event notices, and service communications (where you have opted in)
- To manage our client and prospect relationships through our CRM
- To evaluate employment applications
- To comply with legal obligations and protect our legal rights
- To analyze website performance and improve user experience
- To prevent fraud, unauthorized access, or other harmful activity

We do not sell, rent, or trade your personal information to third parties for their own marketing purposes.

3. Legal Basis for Processing (Where Applicable)

Where required by applicable law (including the GDPR), our legal basis for processing your personal information includes:

- Consent — where you have provided explicit consent (e.g., newsletter sign-up)
- Legitimate interests — to operate and improve our business, respond to inquiries, and prevent harm
- Contractual necessity — where processing is required to fulfill a service engagement
- Legal obligation — where processing is required by applicable law

4. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to enhance functionality and collect analytics data. Cookies are small text files placed on your device. We use:

- Essential cookies — required for the Site to function correctly
- Analytics cookies — to understand how visitors interact with the Site (e.g., HubSpot Analytics, Google Analytics)
- Preference cookies — to remember your settings and choices

You may control cookie settings through your browser. Disabling certain cookies may limit the functionality of the Site. We do not currently respond to "Do Not Track" browser signals.

5. Sharing and Disclosure of Information

We may share your information in the following limited circumstances:

- Service providers — with trusted vendors who assist in operating our Site and business (e.g., HubSpot, Google Workspace, Asana), under appropriate data processing agreements
- Legal requirements — when required by law, court order, or government authority
- Business transfers — in connection with a merger, acquisition, or sale of assets, with appropriate confidentiality protections
- Protection of rights — to protect the rights, safety, or property of Matter + Energy, our clients, or others

We do not disclose personal information to unaffiliated third parties for their own marketing purposes.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this policy, unless a longer retention period is required or permitted by law. Inquiry and contact form data is retained in our CRM for the duration of a prospect or client relationship, plus a reasonable period thereafter. You may request deletion of your data at any time (see Section 8).

7. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect the information we collect. Our Site is hosted on HubSpot CMS, which maintains its own security certifications and controls. However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

8. Your Rights and Choices

Depending on your location and applicable law, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your personal information
- Object to or restrict certain processing activities
- Withdraw consent where processing is based on consent
- Request portability of your data in a machine-readable format
- Lodge a complaint with a supervisory authority (for EEA/UK residents)

To exercise any of these rights, please contact us at privacy@matternenergy.com. We will respond to verified requests within the timeframe required by applicable law.

9. Third-Party Links

Our Site may contain links to third-party websites, including LinkedIn and partner platforms. We are not responsible for the privacy practices of those sites. We encourage you to review their privacy policies before providing any personal information.

10. Children's Privacy

Our Site is not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us and we will take steps to delete it.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The most current version will always be posted on our Site with an updated effective date. We encourage you to review this policy periodically. Continued use of the Site following any update constitutes your acceptance of the revised policy.

12. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Matter + Energy

Reston, Virginia

Email: hello@matternenergy.com

Website: www.matternenergy.com