

Privacy Policy

How Solten Ventures collects, uses, shares, and protects personal information across its public-facing properties.

Effective date	September 1, 2026
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Applies to	All Covered Properties that link to or adopt this policy
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This Privacy Policy explains how Solten Ventures handles personal information when you visit or interact with the Covered Properties, communicate with us, subscribe to content, submit an inquiry, or otherwise engage with our public-facing services.

1. Scope

Solten Ventures and the brands, websites, products, and services that link to or expressly adopt this policy, including Woldmark, DueCap, Solten & Co., and other properties operated by Solten Ventures (collectively, the “Covered Properties”).

A specific service, client engagement, event, platform, or third-party provider may involve additional privacy notices or contractual terms. Where those notices are more specific, they apply to that activity.

2. Personal information we may collect

Depending on how you interact with us, we may collect the following categories of information:

- Contact information, such as your name, work email address, telephone number, company, job title, and professional profile information.
- Company and inquiry information, such as company website, business model, company size, revenue range, management context, preferred timing, and the reason you contacted us.
- Communications, including messages, form submissions, scheduling details, and correspondence with us.
- Subscription and content preferences, where you choose to receive research, updates, or other communications.
- Technical and usage information, such as IP address, browser type, device information, pages viewed, referring pages, approximate location derived from IP address, and interaction data collected through standard website technologies.
- Transaction and engagement administration information, such as billing contact details, payment status, and records needed to administer a paid engagement. Payment-card details may be processed directly by a payment provider rather than stored by us.

- Information you choose to provide in connection with a prospective or active engagement. Business-confidential information is also addressed in our Confidentiality & Information Handling policy and any applicable agreement.

3. How we collect information

We may collect information:

- directly from you, including through forms, email, meetings, subscriptions, and other communications;
- automatically when you use a Covered Property, through cookies, logs, analytics tools, and similar technologies;
- from public and professional sources, such as company websites, professional networks, public filings, and other publicly available information; and
- from service providers, referral sources, or business partners where permitted by law.

4. How we use personal information

We may use personal information to:

- respond to inquiries and evaluate whether a prospective engagement is a good fit;
- provide, administer, and improve our websites, research, content, products, and services;
- communicate with you about requested information, engagements, publications, or updates;
- manage scheduling, billing, records, security, and other business operations;
- understand how Covered Properties are used and improve their performance and usability;
- protect our systems, users, rights, and property and detect misuse or security incidents;
- comply with legal obligations and enforce applicable agreements; and
- carry out other purposes disclosed at the time of collection or with your consent where required.

5. Cookies and analytics

Covered Properties may use cookies and similar technologies for essential functionality, security, analytics, preference management, and measurement. The specific tools used may change over time. Where required by applicable law, we will provide appropriate notice or choice mechanisms for non-essential cookies.

You can control cookies through your browser settings. Blocking some cookies may affect site functionality.

6. How we may share information

We do not sell personal information to advertisers. We may disclose personal information in the following circumstances:

- Service providers. To vendors that support hosting, email, analytics, scheduling, document management, payment processing, security, communications, professional services, or other business operations.
- Within Solten Ventures. Among Solten Ventures brands or personnel where reasonably necessary to respond to an inquiry, operate a Covered Property, or provide a requested service.
- Legal and safety purposes. Where we reasonably believe disclosure is required by law, legal process, regulation, or to protect rights, safety, security, or property.
- Business transactions. In connection with a merger, financing, reorganization, sale of assets, acquisition, or similar transaction, subject to appropriate protections where applicable.
- With your direction or consent. Where you ask us to share information or otherwise authorize the disclosure.

7. Confidential business information

Personal information can overlap with confidential company information. Information provided for a prospective or active engagement may be subject to additional confidentiality commitments. Please see our Confidentiality & Information Handling policy and any applicable NDA or engagement agreement.

8. Data retention

We retain personal information for as long as reasonably necessary for the purposes described in this policy, including to respond to inquiries, maintain business and legal records, administer engagements, resolve disputes, enforce agreements, and meet legal, tax, accounting, security, or compliance requirements. Retention periods may vary by information type and context.

9. Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. No internet transmission or storage system is completely secure, and we cannot guarantee absolute security.

10. International processing

Solten Ventures, its personnel, and its service providers may process information in countries other than the country where you live. Where applicable law requires safeguards for international transfers, we will use appropriate mechanisms or protections.

11. Your choices and privacy rights

Depending on where you live, you may have rights concerning your personal information, such as rights to request access, correction, deletion, portability, restriction, objection, or withdrawal of consent. These rights may be subject to legal exceptions and verification requirements.

You may unsubscribe from non-transactional email communications by using the unsubscribe mechanism provided in the message or by contacting us through the applicable Covered Property. We may still send service-related or administrative communications where appropriate.

12. Children

The Covered Properties are intended for business and professional audiences and are not directed to children. We do not knowingly seek to collect personal information from children through the Covered Properties.

13. Third-party websites and services

Covered Properties may link to or integrate with third-party websites and services. Their privacy practices are governed by their own policies, not this Privacy Policy.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, services, or legal requirements. The effective date at the top of this document identifies the current version.

Contact

Questions about this policy may be submitted through the contact details published on the applicable Covered Property. If your inquiry relates to a specific Solten Ventures brand or service, please identify that brand or service in your message.