

Privacy Policy

Effective date: September 18, 2026

Fellstead is operated by Solten Ventures LLC.

This Policy explains how Fellstead handles personal information in connection with its websites, diagnostics, communications, and related services.

1. Who we are

Fellstead is operated by Solten Ventures LLC. In this Privacy Policy, “Fellstead,” “we,” “us,” and “our” refer to Solten Ventures LLC when it operates Fellstead.

2. Information we collect

Information you provide directly

- Contact information, such as name, email address, company name, role, and other business contact details.
- Diagnostic responses, business information, notes, metrics, supporting documents, and other materials you choose to submit.
- Purchase and transaction information. Payment-card details may be collected directly by our payment processor rather than stored by Fellstead.
- Messages, support requests, feedback, and other communications you send to us.

Information collected automatically

- Device, browser, operating-system, IP-address, approximate location, referral, and usage information generated when you use the website.
- Cookies or similar technologies used for essential site functions, security, preferences, analytics, and performance, where applicable.

3. How we use information

- Provide, administer, and deliver diagnostics, reports, and related services.
- Review submitted information, ask clarifying questions, and communicate about an order or engagement.
- Process transactions, maintain records, and prevent fraud or misuse.
- Operate, secure, troubleshoot, and improve Fellstead.
- Understand aggregate usage and improve product design, content, and workflows.
- Comply with law, enforce agreements, and protect rights, safety, and security.
- Send service communications and, where permitted, occasional product or company updates. You may opt out of non-essential marketing emails.

4. Confidential business information

Information submitted for a diagnostic may include sensitive business information. We handle such information in accordance with the Fellstead Confidentiality Policy. We do not publicly disclose submitted company materials or use a customer as a public case study without permission.

5. How we share information

We do not sell personal information for money. We may share information in the following limited circumstances:

- With vendors and service providers that help us operate Fellstead, such as hosting, cloud storage, payment, communications, analytics, security, or document-processing providers, subject to appropriate contractual or operational safeguards.
- With professional advisors, insurers, auditors, or financing counterparties when reasonably necessary and subject to confidentiality obligations.
- To comply with law, legal process, regulatory requests, or to protect rights, safety, property, or security.
- In connection with a merger, acquisition, financing, reorganization, sale of assets, or similar corporate transaction, subject to appropriate confidentiality protections.
- With your direction or consent.

6. Data retention

We retain personal information and submitted business materials only for as long as reasonably necessary for the purposes described in this Policy, including service delivery, customer support, legal compliance, accounting, security, dispute resolution, and legitimate business records. Retention periods may vary based on the type of information and the context in which it was provided.

7. Security

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

8. International processing

Fellstead and its service providers may process information in the United States and other countries. Where applicable law requires safeguards for international transfers, we take reasonable steps to use recognized contractual or other lawful transfer mechanisms.

9. Your privacy choices and rights

Depending on where you live, you may have rights to request access to, correction of, deletion of, restriction of, or portability of certain personal information, or to object to certain processing. You may also have the right to withdraw consent where processing is based on consent.

To make a privacy request, contact hello@fellstead.com. We may need to verify your identity or authority before completing a request. We will respond as required by applicable law.

10. Cookies and analytics

Fellstead may use cookies and similar technologies for essential operation, security, preferences, analytics, and performance. Where legally required, non-essential cookies will be used only after appropriate notice or consent. Browser settings may allow you to block or delete cookies, although some site features may not function properly as a result.

11. Children

Fellstead is not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, contact us so we can review and address the matter.

12. Third-party links and services

Our website may link to third-party websites or services. Their privacy practices are governed by their own policies, and this Privacy Policy does not apply to information collected independently by those third parties.

13. Changes to this Policy

We may update this Privacy Policy as Fellstead evolves or as legal requirements change. The effective date above identifies the current version. Material changes will apply prospectively unless otherwise required by law.

Contact

Questions about this policy may be sent to hello@fellstead.com.