

NORTHMARK

Privacy Policy

Effective Date: 1/15/2026

Northmark ("we," "our," or "us") respects your privacy and is committed to protecting the information you provide to us.

1. Information We Collect

When callers contact businesses using our AI receptionist service, we may collect:

- Full Name
- Phone Number
- Service address or location
- Type of service requested

When you submit information through our website or communicate with us directly, we may also collect your company name, email address, and any information you voluntarily provide.

2. How We Use Your Information

We use collected information to:

- Book service appointments on behalf of our clients
- Notify clients of new bookings
- Respond to inquiries
- Manage client relationships
- Improve our service

We do not sell, rent, or share your personal information with third parties for marketing purposes.

3. Payment Processing

Payments are processed securely through third-party providers (such as Stripe). We do not store or process credit card information directly on our servers.

4. Third-Party Services

We use third-party services to operate our business. These services process data in accordance with their own privacy policies:

- Vapi and ElevenLabs — power our AI voice assistant and process call audio and transcripts
- Make.com — automates appointment booking workflows and may process caller information

- Google Calendar — manages appointment scheduling and booking data
- Stripe — for secure payment processing
- Google — for business operations and analytics

5. Data Security

We take reasonable measures to protect your information. However, no method of online transmission or storage is 100% secure.

6. Data Retention

We retain information only as long as necessary to provide services, comply with legal obligations, and resolve disputes.

7. Your Rights

If you would like your information updated or removed, you may contact us directly using the information below.

8. Contact Information

Northmark

Email: lucas@northmarkleads.com

Phone: 414-242-5100

Milwaukee, Wisconsin