

# NEMO Privacy Policy

**Last Updated:** February 8, 2026

New Mobility Services Inc. (doing business as "NEMO") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share information when you use our mobile bike repair services and visit our website at [get-nemo.com](https://get-nemo.com).

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## What Information We Collect

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### Personal Information You Provide

When you book a repair or interact with our service, we collect:

- **Contact information:** Name, email address, phone number, service address
- **Service details:** Bike type, repair description, photos of your bike, service notes
- **Payment information:** Credit card details, billing address (processed securely through our payment processor)
- **Account information:** If you create an account, your login credentials and loyalty points balance

### Information We Collect Automatically

When you visit our website or use our services, we automatically collect:

- **Device information:** IP address, browser type, device type, operating system
  - **Usage data:** Pages viewed, links clicked, time spent on site, referring website
  - **Location data:** General location based on IP address (not precise GPS)
  - **Cookies and tracking technologies:** See "Cookies and Tracking" section below
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## How We Collect Information

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We collect information through:

1. **Our website** (get-nemo.com) - when you browse or fill out forms
  2. **Booking forms** - when you schedule a repair through our online booking system
  3. **At the time of service** - when our mechanics provide repairs and process payments
  4. **Customer communications** - via email, text message, or phone
  5. **Third-party services** - see "Third-Party Services" section below
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## How We Use Your Information

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We use the information we collect to:

- **Provide our services:** Schedule repairs, dispatch mechanics, process payments, and deliver service
  - **Communicate with you:** Send booking confirmations, service updates, receipts, and loyalty program notifications
  - **Improve our services:** Analyze usage patterns, identify service issues, and enhance customer experience
  - **Marketing and promotions:** Send promotional emails about our services (you can opt out anytime)
  - **Fraud prevention:** Screen orders for fraud and verify customer identity
  - **Legal compliance:** Maintain records for tax, accounting, and legal purposes
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## Third-Party Services

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We use the following third-party service providers who may access your personal information:

### Service Operations

- **Jotform:** Booking form software that collects your name, email, phone, address, and service details when you schedule a repair
- **Zapier:** Automation tool that transfers booking information from Jotform to our customer database
- **Shopify:** E-commerce platform that stores customer profiles, purchase history, and processes payments
- **Smile.io:** Loyalty program platform that tracks points earned and redeemed, and uses cookies to recognize returning customers

## Analytics and Advertising

- **Google Analytics:** Website analytics service that tracks visitor behavior (you can opt out at [Google Analytics Opt-out](#))
- **Facebook Pixel:** Advertising tracking (you can opt out through Facebook ad preferences)
- **Google Ads:** Advertising tracking (you can opt out at [Google Ad Settings](#))
- **Bing Ads:** Advertising tracking (you can opt out through Microsoft ad preferences)

## Communication Tools

- **Zendesk:** Customer support platform for handling service inquiries
- **Email service providers:** For sending booking confirmations, receipts, and promotional emails

These third parties are contractually required to protect your data and use it only for the purposes we specify. We may add or change service providers from time to time and will update this policy accordingly.

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## Cookies and Tracking

We use cookies, web beacons, and similar tracking technologies to:

- Remember your preferences and login status
- Track loyalty points and account activity
- Analyze website traffic and user behavior
- Deliver targeted advertising

## Types of cookies we use:

- **Essential cookies:** Required for booking forms and checkout to function
- **Analytics cookies:** Help us understand how visitors use our site (Google Analytics)
- **Advertising cookies:** Used for retargeting ads (Facebook, Google, Bing)
- **Loyalty cookies:** Track points earned and customer recognition (Smile.io)

## Your choices:

- Most browsers allow you to block or delete cookies through browser settings
  - Blocking cookies may affect website functionality (especially booking and loyalty features)
  - Opt out of targeted advertising:
    - Google: [www.google.com/settings/ads/anonymous](http://www.google.com/settings/ads/anonymous)
    - Facebook: [www.facebook.com/settings/?tab=ads](http://www.facebook.com/settings/?tab=ads)
    - General opt-out: [optout.aboutads.info](http://optout.aboutads.info)
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## How We Share Your Information

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We share your information only in the following circumstances:

- **With service providers:** Third-party vendors listed above who help us operate our business
- **For legal reasons:** When required by law, court order, or to protect our rights and safety
- **Business transfers:** If NEMO is acquired or merged, your information may transfer to the new entity
- **With your consent:** When you explicitly authorize us to share information (e.g., employer reimbursement programs)

**We do not sell your personal information to third parties.**

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## Your Rights and Choices

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You have the right to:

- **Access your data:** Request a copy of the personal information we hold about you

- **Correct your data:** Update inaccurate or incomplete information
- **Delete your data:** Request deletion of your account and personal information (subject to legal retention requirements)
- **Opt out of marketing:** Unsubscribe from promotional emails via the link in any email, or contact us directly
- **Opt out of tracking:** Disable cookies through browser settings or use opt-out links above

To exercise these rights, contact us at [privacy@get-nemo.com](mailto:privacy@get-nemo.com).

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## Data Retention

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We retain your information for as long as necessary to:

- Provide ongoing services (active customer accounts)
- Comply with legal and tax obligations (typically 7 years for financial records)
- Resolve disputes and enforce agreements

If you request deletion, we will remove your personal information unless we're legally required to retain it. Loyalty points balances and transaction history may be retained for accounting purposes.

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## Data Security

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We implement reasonable security measures to protect your information, including:

- Encrypted data transmission (HTTPS/SSL)
- Secure third-party service providers with data protection agreements
- Limited employee access to customer data
- Regular security reviews

However, no method of transmission or storage is 100% secure. We cannot guarantee absolute security.

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## Children's Privacy

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Our services are not directed to individuals under 18. We do not knowingly collect personal information from children. If you believe we've collected information from a child, please contact us immediately.

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## Changes to This Policy

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We may update this Privacy Policy from time to time. When we make material changes, we will:

- Update the "Last Updated" date at the top
- Notify customers via email or prominent website notice
- Post the updated policy at [get-nemo.com/privacy](https://get-nemo.com/privacy)

Your continued use of our services after changes constitute acceptance of the updated policy.

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## Contact Us

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

**Email:** [privacy@get-nemo.com](mailto:privacy@get-nemo.com) **Phone:** 857-847-6366 **Mail:** New Mobility Services Inc., 375 Longwood Avenue, Boston, MA 02215

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## Massachusetts-Specific Disclosures

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As a Massachusetts-based business, we comply with:

- **201 CMR 17.00:** MA data security regulations requiring Written Information Security Programs (WISP)
- **MGL c. 93H:** Data breach notification requirements (we will notify affected customers within required timeframes)
- **MGL c. 93A:** Consumer protection laws governing fair and transparent business practices

If Massachusetts enacts the MA Data Privacy Act (MDPA), we will update this policy to reflect any new consumer rights.

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\*This privacy policy applies to all customers of NEMO mobile bike repair services, including those participating in employer-sponsored bike benefit programs (Harvard, MIT, Boston University, etc.).\*