

Nextera Consulting Privacy Policy

Privacy Policy

Last Updated: September 27, 2026 - Effective: September 27, 2026 - Nextera Consulting - Chicago, IL

We keep this simple. No legalese for its own sake, no hidden tracking, no surprises. This page explains what we collect across every Nextera page, how we use it, who we share it with, your rights, and how to reach us.

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01 Overview & Scope

Nextera Consulting ("Nextera," "we," "us," or "our") is a trade name of Sol King Inc., a company based in Chicago, Illinois. We help businesses build AI and automation systems. Our website is nexteraconsult.com, a static site with no user accounts, no login system, and no backend database of our own.

This Privacy Policy applies to every page, resource, and interaction on our domain, including:

- The main marketing and services site at nexteraconsult.com
- AI Automation Consulting at nexteraconsult.com/ai-automation-consulting and the hiring-cost comparison at nexteraconsult.com/guides/ai-automation-vs-hiring
- Industry-specific offer pages under nexteraconsult.com/offers/* (e.g. [/offers/law-firms](https://nexteraconsult.com/offers/law-firms), [/offers/healthcare-admin](https://nexteraconsult.com/offers/healthcare-admin), [/offers/construction-trades](https://nexteraconsult.com/offers/construction-trades), [/offers/real-estate-investment](https://nexteraconsult.com/offers/real-estate-investment), and others)
- The Nextera AI Hub at nexteraconsult.com/ai-hub (our NFC-tap landing page)
- The client intake and quote request form at nexteraconsult.com/form
- SEO and informational pages such as [/guides/what-ai-can-automate](https://nexteraconsult.com/guides/what-ai-can-automate) and [/ai-consultant-chicago](https://nexteraconsult.com/ai-consultant-chicago)
- Any other page served from nexteraconsult.com unless otherwise noted on that page

This Policy also covers personal information you submit through Calendly when you book a meeting, including through the inline Calendly scheduler on [/book](https://nexteraconsult.com/book), and

through Whop if you choose to complete a payment using a Whop checkout link provided by Nextera. For questions, contact legal@nexteraconsult.com.

02 Information We Collect

We collect very little. Data falls into two categories: what is collected automatically by our hosting infrastructure, and what you voluntarily submit.

Automatically collected

Hosting infrastructure

Server Logs (Netlify)

Netlify, our hosting provider, automatically logs standard server data including IP addresses, request timestamps, referring URL, and browser type as part of normal infrastructure operation. We do not access or use these logs for tracking or marketing. See Netlify's privacy policy for details.

Browser storage - AI Hub only

Local Preferences

The AI Hub (nexteraconsult.com/ai-hub) saves preferences and state in your browser, including your selected audience, recent paths, saved resources, viewed resources, and ratings. It also uses session storage for a temporary "Continue where you left off" dismissal preference. This browser storage is not sent to Nextera by the AI Hub. You can clear it anytime in your browser settings.

Voluntarily submitted

Netlify Forms - AI Hub

Email Subscriber

The AI Hub subscribe form collects your email address and a source field identifying the page or resource that led you to subscribe, if you choose to submit it. We use this information to send occasional AI tips and resources from Nextera. We do not sell it, rent it, or share it with third parties for commercial purposes. You can unsubscribe at any time (see Section 08).

Netlify Forms - Main site

Inquiry & Quote Form Submissions

If you fill out our inquiry form, we receive the business information you submit via Netlify Forms, such as your name, business name, website or social link, business description, revenue range, customer volume, process, tools, technology comfort, goals, and optional context. Netlify form notifications may be forwarded to a Nextera Gmail inbox so we can respond. Submissions are used to respond to your inquiry and scope potential work. They do not subscribe you to marketing. The form is not intended for protected health information (PHI) or other sensitive medical information.

Calendly - Every "Book a Call" button

Meeting Booking Information

Our booking flow uses Calendly's scheduling service. The /book page includes an inline Calendly scheduler, which may connect your browser directly to Calendly. Information you provide through Calendly is handled under Calendly's privacy practices and used to schedule and prepare for the meeting. See Calendly's privacy policy for details.

Whop - Client checkout, when used

Checkout and Payment Information

If you choose to complete a payment using a Whop checkout link provided by Nextera, Whop processes the checkout and payment information under its own terms and privacy practices. Nextera does not collect or store payment-card information through this website. See Whop's privacy policy for details.

03 Information We Don't Collect

To be explicit about what is not happening on this site:

- No first-party analytics or advertising cookies. We do not use Google Analytics, ad pixels, or comparable tracking cookies on our own pages. Third-party services such as the inline Calendly scheduler may use their own cookies or similar technologies under their privacy practices (see Section 06).
- No first-party analytics. There is no Google Analytics, Hotjar, Meta Pixel, or any behavioral tracking tool installed on our pages.
- No ad tracking. We do not run retargeting ads and have no tracking pixels from ad networks on our site.
- No device fingerprinting. We do not collect device fingerprints or attempt to identify you across sessions.
- No user accounts or databases. The site has no login system and we do not maintain our own user database.
- No payment-card information on this site. Nextera does not collect or store payment-card information through nexteraconsult.com. Client engagements are governed by the applicable written proposal or SOW. If a client chooses to complete an approved payment through a third-party checkout provider, that provider handles the transaction under its own terms and privacy practices.

04 How We Use Your Information

Each piece of data we collect has a specific, limited purpose:

- Local storage preferences - To remember your session on the AI Hub so you can continue where you left off. Never transmitted to us.
- Subscriber email addresses - To send the AI tips and resources you opted in to receive. Used for no other purpose.
- Inquiry and quote form submissions - To respond to your inquiry, scope potential work, and follow up. Not added to a marketing list without your explicit consent.
- Calendly booking information - To schedule, prepare for, and attend the meeting you booked. Retained with the related client communication thread.
- Whop checkout information, when used - To administer an approved client payment and the related engagement. Payment-card information is processed by Whop, not through this website.
- Form-notification email - To receive and respond to Netlify Forms submissions. Notifications may be forwarded to a Nextera Gmail inbox.
- Server logs (via Netlify) - For infrastructure security, abuse prevention, and stability. Controlled by Netlify, not us.

We will not use your information for purposes materially different from those described here without first notifying you and, where required, obtaining your consent.

05 How We Share Your Information

We do not sell, rent, trade, or otherwise transfer your personal information to

outside parties for commercial purposes. We also do not share your information with advertisers or data brokers.

We share information only in the limited circumstances below:

- With service providers that help us operate the site (see Section 06), strictly for the purpose of delivering those services to us.
- To comply with law or legal process , such as in response to a valid subpoena, court order, or government request, or to investigate suspected fraud or violations of these policies.
- To protect rights, property, and safety of Nextera, our clients, or the public, where we have a good-faith belief that disclosure is necessary.
- In connection with a business transaction , such as a merger, acquisition, financing, or sale of assets. In that event, we will take reasonable steps to ensure your information continues to be handled consistently with this Policy.
- With your consent , for any other disclosure you direct us to make.

06 Third-Party Service Providers

We use a small number of third-party service providers to operate the site:

- Netlify - hosts the site and processes the site's Netlify Forms submissions. netlify.com/privacy
- Tailwind CSS CDN - serves a client-side design library used by the AI Hub. When the AI Hub loads, your browser requests this file from cdn.tailwindcss.com ; that provider may handle standard technical connection information under its own privacy practices.
- Calendly - provides the meeting scheduler, including the inline scheduler on /book. Information entered through Calendly and its browser technologies are handled under Calendly's privacy practices. calendly.com/privacy
- Google - may process Netlify Forms notification email forwarded to a Nextera Gmail inbox. policies.google.com/privacy
- Whop - may process checkout and payment information when a client uses a Whop checkout link provided by Nextera. Whop handles that transaction under its own terms and privacy practices. whop.com/privacy

External links on our pages may point to third-party websites (for example social media profiles, GitHub, or partner sites) that are not covered by this policy.

Once you leave our site, the destination site's privacy practices apply.

07 Browser Storage on the AI Hub

The AI Hub uses your browser's local storage (not cookies) to save preferences and state between visits. It also uses session storage for a temporary dismissal preference. This is client-side storage: it remains on your device and is not sent to Nextera by the AI Hub.

The items saved include your selected audience type (for example, Founder or Student), recent navigation paths through the decision tree, saved and viewed resources, ratings, and certain display preferences.

To clear this data: open your browser settings, navigate to site data or storage, and clear data for nexteraconsult.com. On mobile, this is typically found under Settings Safari or Chrome Advanced Website Data.

08 Email Communications & CAN-SPAM

If you subscribed to receive AI tips and resources from Nextera, here is what you can expect:

- All commercial emails will clearly identify Nextera Consulting as the sender.
- Every email will include a physical mailing address for Nextera Consulting in Chicago, Illinois.
- Every email will include a clear, functioning unsubscribe link or instruction.
- We will honor all unsubscribe requests within 10 business days, as required by the federal CAN-SPAM Act.
- We will not use deceptive subject lines or sender information.

To unsubscribe at any time, click the unsubscribe link in any email we send, or email legal@nexteraconsult.com with the subject "Unsubscribe."

09 Data Retention

We retain personal data only for as long as necessary to serve the purpose it was collected for:

- Subscriber emails - Retained until you unsubscribe or request deletion, subject to any applicable service-provider records.
- Inquiry and quote form submissions - Retained as long as reasonably needed to address your inquiry and related follow-up.
- Calendly booking information - Retained by Calendly and by Nextera as reasonably needed for the related meeting, engagement, or follow-up.
- Form-notification email - Retained in the Nextera Gmail inbox as reasonably needed to respond to the form submission and related follow-up.
- Whop checkout information, when used - Retained by Whop under its own practices and by Nextera only as reasonably needed to administer the related engagement, payment, refund, or cancellation request.
- Local storage data - Stored on your device and controlled entirely by you. Cleared when you clear your browser's site data.
- Netlify server logs - Controlled by Netlify per their retention policy. We do not independently store or access these logs.

To request deletion of your data, email legal@nexteraconsult.com with the subject "Data Deletion Request." We will review and respond to appropriate requests within a reasonable timeframe.

10 Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information. This includes using HTTPS across all pages, relying on Netlify's, Calendly's, Whop's, and Google's infrastructure for the form, booking, checkout, and notification services they provide, and not storing personal data in our own databases.

No system is perfectly secure. In the event of a data breach involving the personal information of Illinois residents, we will notify affected individuals and the Illinois Attorney General as required under the Illinois Personal Information Protection Act (PIPA) within the legally required timeframe, and we will comply with equivalent notification obligations in other applicable jurisdictions.

11 Your Rights & Choices

Depending on your state or country of residence, you may have specific rights regarding your personal information. We extend the core set of these rights to every visitor, regardless of location:

- Right to know / access - You can ask what personal information we hold about you and how we use it.
 - Right to correction - You can ask us to correct inaccurate personal information we hold about you.
 - Right to deletion - You can ask us to delete personal information you submitted, subject to limited exceptions (for example, where retention is required to complete a transaction or comply with law).
 - Right to opt out of sale or "sharing" - We do not sell personal information or "share" it for cross-context behavioral advertising, so there is nothing to opt out of, but we respect this right.
 - Right to non-discrimination - We will not deny you service or provide a different quality of service for exercising any privacy right.
 - Unsubscribe - You can opt out of marketing emails at any time (see Section 08).
- California, Colorado, Connecticut, Virginia, Utah, Texas, and other state residents may have additional rights under their respective state privacy laws (for example, the CCPA/CPRA). Because we collect minimal personal data and have no user database, most state privacy law revenue and volume thresholds do not apply to us, but we respect these rights regardless.

To exercise any rights, email legal@nexteraconsult.com with the subject "Privacy Rights Request." We will review and respond to appropriate requests within a reasonable timeframe. You may designate an authorized agent to make a request on your behalf; we may require verification of the agent's authority and of your identity.

12 International Visitors

This site is operated in the United States and is primarily directed at US-based users. We do not target EU or UK residents, and we do not monitor the behavior of site visitors for any purpose.

If you are visiting from the EU, UK, or another jurisdiction with privacy laws (such as GDPR), personal information you voluntarily submit through our forms, the inline Calendly scheduler or Calendly booking pages, or a Whop checkout link may be handled by our service providers under their own privacy practices. For details, see Netlify's privacy policy , Calendly's privacy policy , and Whop's privacy policy .

To exercise any rights you may have under GDPR or similar laws (access, rectification, deletion, objection, restriction, data portability), contact us at legal@nexteraconsult.com .

13 Children's Privacy (COPPA)

This site is intended for business owners, working professionals, students aged 13 and older, and adults generally. It is not directed at children under 13.

We do not knowingly collect personal information from children under 13. Children under 13 should not submit any forms on this site or book meetings via Calendly. If we become aware that we have inadvertently collected personal information from a child under 13, we will delete it promptly. If you believe a child has submitted

information to us, please contact us at legal@nexteraconsult.com .

14 Accessibility

We are committed to making this website accessible to people with disabilities. We work toward WCAG 2.2 Level AA as an accessibility target for public pages and continue to improve the experience.

If you encounter an accessibility barrier or need help accessing information on this site, please email legal@nexteraconsult.com . Including the page or feature involved, if you can, helps us review the issue and provide assistance or an alternative way to access the information where appropriate.

15 Changes to This Policy

If we make meaningful changes to what we collect or how we use it, we will update this page and revise the "Last Updated" date at the top. Because we do not have your email unless you opted in, we may not be able to notify you directly. We encourage you to review this policy periodically. Continued use of the site after changes are posted constitutes acceptance of the updated policy.

Privacy questions?

Reach out directly. No form, no ticket system.

legal@nexteraconsult.com

Nextera Consulting - Chicago, Illinois, USA

Nextera Consulting is a trade name of Sol King Inc.