

# Privacy Policy

## RoofLeadHQ

**Effective Date: April 7, 2026**

### 1. Introduction

RoofLeadHQ (“we,” “us,” or “our”) provides AI-powered lead qualification, appointment booking, and reporting services for roofing companies (“Customers” or “you”). This Privacy Policy explains how we collect, use, disclose, and protect personal information when you use our website and services.

We act as a **service provider** that processes personal information on behalf of our Customers. This policy applies to information we collect and process while providing the RoofLeadHQ services.

### 2. Information We Collect

We collect the following categories of personal information:

#### A. From Our Customers (Roofing Companies):

- Business contact information (name, email, phone, company name)
- Account, billing, and payment information
- Calendar and appointment scheduling data you provide

#### B. From Leads and End Consumers (provided by you or captured via our AI agent):

- Contact information (name, phone number, email address, mailing address)
- Project details (roof type, urgency, job description, photos)
- Insurance information
- Appointment and scheduling preferences

#### C. Automatically Collected Information:

- Usage and interaction data with our AI agent and platform
- Device information, IP address, browser type, and access logs (collected via cookies and similar technologies)

### 3. How We Use Your Information

We use the information we collect solely to provide and improve our services, including:

- Qualifying leads and booking appointments using our AI system
- Sending confirmations, reminders, and notifications
- Logging data to your designated Google Sheet or reporting system
- Providing customer support and account management
- Analyzing service usage and improving our AI models (using aggregated or de-identified data where possible)

We do not sell personal information to third parties for monetary or other valuable consideration. We do not use personal information for any purpose not described in this Policy.

### 4. How We Share Your Information

We share personal information only as necessary to operate the services and with appropriate safeguards:

- With trusted service providers and vendors under strict data processing agreements, including:

- Lindy.ai (AI infrastructure)
- Google (Sheets, Calendar, and related services)
- SMS and telephony providers you select
- Other providers for hosting, analytics, payment processing, and support (as needed)

All service providers are contractually required to maintain the confidentiality and security of the personal information and to use it only for the purposes we authorize.

We may also disclose information if required by law, to protect our legal rights, prevent fraud, or in connection with a business transfer (such as a merger or acquisition).

## **5. SMS Communications and Mobile Opt-In**

Customers initiate contact with our roofing contractors by calling our dedicated RoofLeadHQ business phone number. By providing their phone number during the call, they express interest in roofing services and consent to receive SMS appointment confirmations, reminders, and follow-up messages.

The first SMS sent to the customer includes explicit consent language: “By texting back, you agree to receive SMS appointment confirmations, reminders, and follow-up messages from [Roofer Name]. Msg & data rates may apply. Reply **STOP** to unsubscribe or **HELP** for support.”

Mobile phone numbers and SMS opt-in consent information collected through this process will not be shared with any third parties or affiliates for marketing or promotional purposes. Customers may opt out at any time by replying **STOP** and will be immediately removed from all messaging lists. This opt-in process is also described in our Terms of Service.

All categories of information exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties.

## **6. Cookies and Tracking Technologies**

We use cookies, pixels, and similar tracking technologies to operate the service, understand usage patterns, and improve user experience. You may manage your cookie preferences through your browser settings. For more information, please contact us.

## **7. Data Retention**

We retain personal information only as long as necessary to provide the services, comply with legal obligations, resolve disputes, and enforce our agreements. Retention periods vary by data type and applicable law. When we no longer need the information, we delete or de-identify it.

## **8. Data Security**

We implement reasonable administrative, technical, and physical security measures to protect personal information. However, no security system is completely infallible, and we cannot guarantee the absolute security of your information.

## **9. Your Privacy Rights**

Depending on your location and applicable law (including the California Consumer Privacy Act (CCPA/CPRA) and the Colorado Privacy Act where they apply), you or your leads may have the right to:

- Access the personal information we hold
- Request correction of inaccurate data
- Request deletion of personal information
- Opt out of the sale or sharing of personal information (we do not sell data)

To exercise these rights, email us at [support@roofleadhq.com](mailto:support@roofleadhq.com). We will respond in accordance with applicable law and within the required timeframe.

#### **10. Children's Privacy**

Our services are not directed to children under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected data from a child, we will delete it.

#### **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. If we make material changes, we will post the updated policy with a new effective date. Your continued use of the services after any changes constitutes your acceptance of the revised policy.

#### **12. Governing Law**

This Privacy Policy is governed by the laws of the State of Colorado and applicable U.S. federal laws, without regard to conflict-of-laws principles.

#### **13. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

**Email:** [support@roofleadhq.com](mailto:support@roofleadhq.com).