

Front Line Flood

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Introduction

Front Line Flood (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and disclose your personal information when you visit our website frontlineflood.com (the “Site”), interact with our services, or otherwise communicate with us.

Information We Collect

We may collect the following types of personal information:

Contact Information: Your name, email address, phone number, and mailing address.

Technical Information: Your IP address, browser type, operating system, referring website, and pages visited on our Site.

Usage Information: Information about how you interact with our Site, such as the pages you view, the links you click, and the time spent on each page.

Marketing and Communications Data: Your preferences in receiving marketing communications from us and our third parties, and your responses to those communications.

How We Collect Information

We collect information about you in the following ways:

Directly from You: When you fill out a form on our Site, contact us via email or phone, or subscribe to our newsletter.

Automatically: When you visit our Site, we may automatically collect certain technical information about your device and browsing activity.

Through Third-Party Tools: We may use third-party tools and services, such as Klaviyo, HouseCall Pro, and Google Analytics, to collect information about your interactions with our Site and marketing communications.

How We Use Information

We may use your personal information for the following purposes:

To Provide and Improve Our Services: To respond to your inquiries, provide quotes, schedule installations, and improve our products and services.

To Communicate with You: To send you newsletters, marketing emails, promotional materials, and other communications about our products and services. You can opt out of these communications at any time by clicking the “unsubscribe” link in any email or by contacting us at Info@frontlineflood.com.

To Personalize Your Experience: To tailor the content and advertising you see on our Site and in our marketing communications based on your interests and preferences.

To Analyze and Improve Our Site: To understand how users interact with our Site, track the effectiveness of our marketing campaigns, and improve the overall user experience.

SMS Communications

By providing your phone number, you consent to receive SMS messages from us related to service

requests, promotions, and updates. You may opt out of SMS communications at any time by replying

“STOP” to any message or contacting us at Info@frontlineflood.com.

Disclosure of Information

We may share your personal information with the following third parties:

Service Providers: We may share your information with third-party service providers who perform services on our behalf, such as website hosting, data analysis, marketing (including Klaviyo for email marketing), and customer service (including HouseCall Pro).

Business Partners: We may share your information with our business partners to offer you products or services that may be of interest to you.

Other Third Parties: We may share your information with other third parties when required by law, to protect our rights, or in connection with a business transaction.

Data Retention

We will retain your personal information, including contact information like phone numbers, only for as

long as is necessary to fulfill the purposes for which it was collected or as required by law.

Your Choices

You have the following choices regarding your personal information:

Access and Update: You may request to access, correct, or delete your personal information by contacting us at Info@frontlineflood.com.

Marketing Communications: You can opt out of receiving marketing communications from us by clicking the “unsubscribe” link in any email or by contacting us at Info@frontlineflood.com.

SMS Communications: To stop receiving SMS messages, reply “STOP” to any message or contact

us at Info@frontlineflood.com.

Marketing Opt-Ins

By submitting your contact information through our Site, you consent to receive marketing communications from us. You may opt out of these communications at any time as described above.

Legal Disclaimers

No Warranty: We make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the Site or the information, products, services, or related graphics contained on the Site for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

Limitation of Liability: In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of, or in connection with, the use of this Site.

Security

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee its absolute security.

Third-Party Links

Our Site may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties. We encourage you to read their privacy policies before providing them with your personal information.

Children's Privacy

Our Site is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us at Info@frontlineflood.com.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our Site. You are advised to review this Privacy Policy periodically for any changes.

Contact Us

If you have any questions about this Privacy Policy, please contact us at Info@frontlineflood.com.