



# PRIVACY POLICY

TRUVEN CONSTRUCTION LLC DBA TRUVEN SERVICES

**Effective Date: January 2026**

Truven Construction LLC dba Truven Services ("Truven," "Company," "we," "our," or "us") operates this website to provide information about our construction, remodeling, restoration, and property preservation services in Utah.

This Privacy Policy explains how we collect, use, protect, and disclose information obtained from visitors and users of our website and digital platforms.

This policy applies only to the use of the website and digital forms, not to contracts for construction services, which are governed by separate agreements.

## 1. Scope of Application

This Privacy Policy applies to information collected through:

- Our website, landing pages, and online forms
- Contact, estimate, and inquiry submissions
- Email, SMS, and digital communications initiated through the website
- Analytics, advertising, and marketing tools used on the site
- Third-party financing referral links

This policy does not govern information collected during project execution, inspections, contracts, or in-person services.

## 2. Information We Collect

### a) Information You Provide Voluntarily

When you submit a form or contact us through the website, we may collect:

- Name
- Email address
- Phone number
- Property address (if provided)
- Project details or messages you submit
- Documents or photos you upload voluntarily

### b) Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type and device information
- Pages visited and time spent on the site
- Referral sources
- Cookies, pixels, and tracking technologies used for analytics and advertising

## 3. Financial & Sensitive Data Disclaimer

Truven Construction LLC dba Truven Services does not collect, process, store, or retain:

- Social Security numbers
- Bank account numbers

- Credit/debit card numbers
- Credit reports

If you apply for financing through a third-party lender, all financial information is handled directly by that institution under its own privacy and compliance policies.

#### **4. How We Use Information**

We use the information collected through the website to:

- Respond to inquiries and provide estimates
- Schedule consultations or follow-up communications
- Improve website performance and user experience
- Conduct analytics and measure marketing effectiveness
- Deliver advertising or remarketing campaigns
- Maintain internal records related to website interactions

We do not use website-collected information to make decisions about construction contracts or project execution.

#### **5. Information Sharing**

We may share website-collected information with:

- Employees responsible for responding to inquiries
- CRM and communication platforms
- Website hosting and analytics providers
- Advertising platforms (Google, Meta, etc.)
- Financing referral platforms only when you choose to interact with them

We do not sell personal information.

#### **6. Cookies & Tracking Technologies**

Our website may use:

- Cookies
- Tracking pixels
- Analytics tools (e.g., Google Analytics)
- Advertising tools (e.g., Google Ads, Meta Ads)

These tools help us understand website performance and deliver relevant advertising.

You may disable cookies through your browser settings.

#### **7. Data Retention**

We retain website-collected information only as long as necessary for:

- Responding to inquiries
- Marketing and analytics
- Legal and operational requirements

You may request deletion of your information as permitted by applicable law.

#### **8. Security Measures**

We implement administrative, technical, and organizational safeguards consistent with industry standards.

However, no online system can be guaranteed 100% secure.

#### **9. State-Specific Privacy Rights**

Residents of certain states (including Utah, Florida, and California) may have rights to:

- Access their personal information

- Request corrections
- Request deletion

These rights are subject to legal exceptions.

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

Our website is intended for adults seeking construction-related services.

We do not knowingly collect information from children under 13.

## **11. External Links**

Our website may contain links to third-party platforms (e.g., financing providers).

We are not responsible for their privacy practices.

## **12. Policy Updates**

Truven may update this Privacy Policy at any time.

Updates will be posted with a revised effective date