

# Privacy Policy

Effective date: February 27, 2026

This Privacy Policy explains how Werkheiser Collision ("we," "us," or "our") collects, uses, and shares information when you visit our website, contact us, request an estimate, or use our online services. By using our website, you agree to the practices described here.

## 1) Information we collect

We collect information in three main ways: (a) information you provide, (b) information collected automatically, and (c) information from third parties.

- Information you provide: name, phone number, email, vehicle details (make/model/year/VIN if provided), photos of vehicle damage, insurance information (if provided), and any message content you send.
- Estimate and appointment information: details needed to schedule, prepare an estimate, and communicate updates.
- Automatically collected information: IP address, browser type, device identifiers, pages viewed, time spent, referring/exit pages, and basic interaction data (for example, button taps).
- Cookies and similar technologies: cookies, pixels, and local storage used for website functionality, analytics, and measurement.

## 2) How we use information

We use information to operate our business, deliver services, and improve your experience. Common uses include:

- Provide estimates, coordinate repairs, and communicate status updates (including photos, when applicable).
- Respond to calls, texts, emails, and form submissions.
- Operate, maintain, and improve website performance and security.
- Measure traffic and conversion performance (for example, which pages lead to phone calls or estimate requests).
- Comply with legal obligations, resolve disputes, and enforce our policies.

## 3) Analytics, advertising, and tracking

We may use analytics tools (such as Google Analytics) to understand how visitors use our website. These tools may set cookies or collect information about your device and browsing behavior. We may also use call tracking or conversion measurement to understand what marketing sources drive calls and estimate requests.

You can often control cookies through your browser settings and, where available, platform-level ad/analytics controls. Blocking cookies may affect some site functionality.

#### **4) When we share information**

We do not sell your personal information. We may share information in the following limited circumstances:

- **Service providers:** vendors that help us operate our business (for example, hosting, analytics, online estimate tools, SMS/email tools). They may access information only to perform services for us.
- **Insurance and repair workflow:** when needed to coordinate repairs, parts, supplements, or documentation with insurers, partners, or OEM programs.
- **Legal and safety:** when required by law, subpoena, court order, or if we believe disclosure is necessary to protect rights, safety, or prevent fraud.
- **Business transfers:** if our business is involved in a merger, acquisition, or asset sale, information may be transferred as part of that transaction.

#### **5) Data retention**

We keep information as long as reasonably necessary for the purposes described in this policy, including to provide services, maintain records, comply with legal obligations, and resolve disputes. Retention periods vary depending on the type of information and operational requirements.

#### **6) Data security**

We take reasonable administrative, technical, and physical measures to protect information. No system is 100% secure, so we cannot guarantee absolute security.

#### **7) Your choices and rights**

Depending on where you live, you may have rights to access, correct, or delete certain personal information. You may also have the right to opt out of certain targeted advertising or analytics, where applicable.

To make a request, contact us using the information below. We may need to verify your identity before responding.

#### **8) Children's privacy**

Our services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided us personal information, contact us and we will take appropriate steps to delete it.

### **9) External links**

Our website may link to third-party sites (for example, maps, review platforms, or online estimate tools). This policy does not apply to those third parties. Review their privacy policies for more information.

### **10) Changes to this policy**

We may update this policy from time to time. If we make changes, we will revise the effective date above. Your continued use of the website after changes means you accept the updated policy.

### **Contact us**

<b>Werkheiser Collision</b>	
Phone	(720) 638-2907
Email	info@werkheisercollision.com
Website	werkheisercollision.com

If you'd like us to tailor this policy to a specific vendor stack (analytics, call tracking, CRM, or estimate platform), share the tool names and we can tighten the language to match your actual implementation.