Terms & Conditions and Privacy Policy

Last Updated: August 10, 2026

Company Name: TAP Exteriors

Website: https://tapexteriors.com/

1. Program Description and Acceptance of Terms

TAP Exteriors ("Company," "we," "our," or "us") operates one or more text messaging, email, and call programs (collectively, the "Programs") to communicate with customers and prospects regarding our services. These Programs may include, without limitation:

- Service-related alerts and reminders.
- Customer support and scheduling updates.
- Post-project follow-up communications, including satisfaction surveys, Net Promoter Score (NPS) collection, qualitative feedback about completed work, and invitations to leave public reviews on third-party platforms.
- Where permitted, limited informational or promotional messages related to our services.

By providing your contact information (including your mobile phone number and email address) and opting in to receive messages from us, or by using our Website or services, you agree to these Terms & Conditions and our Privacy Policy (together, the "Terms"). If you do not agree, please do not enroll in any Program or use the Website.

- Program / Brand Name(s): "TAP Exteriors Customer Communications"
- Program Description: One-time and recurring communications by SMS, MMS, phone, and email related to service scheduling and support, post-project surveys (including NPS), feedback collection, and invitations to leave public reviews, as well as other service-related and, where permitted, limited promotional messages.

2. Message Frequency and Charges

- Message and data rates may apply.
- Message frequency may vary based on your interactions with us and which Programs you join (for example, number of projects, survey requests, or inbound inquiries).
- Your wireless carrier may charge you for text messages according to your mobile plan. You are responsible for any such charges.

3. Opt-In and Opt-Out

You may opt in to receive messages from us by, for example, submitting a form on our Website that includes consent language, requesting text or email updates, providing your information during a service interaction, or otherwise agreeing to receive communications.

Opt-Out Instructions (STOP):

- To stop receiving text messages from a Program, reply "STOP" to any message we send you.
- After you send "STOP," we may send you a one-time confirmation message to confirm that you have been unsubscribed from that Program. After this, you will no longer receive

messages from that specific Program, but you may still receive messages from other Programs you have joined (unless and until you opt out of those Programs as well).

Help Instructions (HELP):

- If you need assistance with a Program, reply "HELP" to any message or contact us using the information in Section 6 (Customer Support).

You may also contact us directly using the information in Section 6 to request that we stop sending messages via SMS, email, or phone.

4. Carrier Disclosures

Carriers are not liable for any delayed or undelivered messages. Availability of a Program and performance of message delivery may be affected by your carrier's coverage and network conditions.

5. Post-Project Survey and Review Requests

After a project or service is completed, we may contact you by phone, SMS/MMS, or email to:

- Request that you complete a satisfaction survey.
- Collect a Net Promoter Score (NPS) or other rating regarding your experience.
- Gather qualitative feedback about the work that was performed.
- Ask you to leave a review on public platforms (such as online review or social media sites), at your discretion.

Your participation in surveys, feedback requests, or public reviews is voluntary. Declining to participate will not affect your ability to receive services from us.

6. Customer Support and Contact Information

If you have questions about these Terms or any Program, or if you need help, please contact us:

- Phone: (319) 382-2932
- Email: keagan@taproofing.com
- Mailing Address: 292 7th Ave, Marion, IA 52302

You may also reply HELP to any text message for assistance.

7. Link to Privacy Policy

For more information about how we collect, use, and share your information, including information collected through the Programs and the Website, please review our Privacy Policy below in Section 8 ("Privacy Policy").

8. Privacy Policy

8.1 Scope

This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit or interact with our Website or participate in any of our Programs, including our post-project survey, feedback, and review-request campaigns.

This policy applies to information we collect through the Website, through our Programs (including SMS/MMS, email, and calls), and through related online interactions. It does not apply to information collected offline (for example, by phone or in person) unless we specifically state otherwise.

The Website and Programs are intended for users located in the United States. If you access the Website or participate in any Program from outside the United States, your information may be transferred to, processed, and stored in the United States.

By accessing or using the Website or participating in any Program, you agree to this Privacy Policy.

8.2 Information We Collect

We collect information in three primary ways: (a) information you provide to us, (b) information collected automatically when you browse the Website, and (c) information collected through cookies and similar technologies used for analytics, advertising, and performance measurement.

8.2.1 Information You Provide Voluntarily

When you submit information through the Website or otherwise interact with us—such as by requesting service, requesting an estimate, scheduling an appointment, starting a chat, contacting us, or participating in a Program—we may collect information you choose to provide, including:

- Identifiers and contact information (such as name, email address, phone number, and mailing/service address).
- Service request and project details (such as service type, project dates, preferred appointment windows, photos or attachments you upload, and notes you provide).
- Communications content (such as messages submitted through forms, chat, SMS/MMS, email, or other channels you use to contact us).
- Survey responses and feedback, including NPS scores, ratings, qualitative comments about completed work or your experience, and any other information you choose to share in a survey or review request.
- Any other information you choose to submit.

You are not required to provide personal information to browse the Website. However, if you choose not to provide certain information, we may be unable to respond to your request, administer certain Programs, or provide certain services.

8.2.2 Information Collected Automatically

When you visit the Website, we (and our service providers) may automatically collect certain information about your device and your interaction with the Website, such as:

- IP address and general location information (such as city/state inferred from IP address).
- Device and browser information (such as browser type, operating system, device type, and language settings).
- Usage and event data (such as pages visited, links clicked, scroll activity, time spent on pages, and referring/exit pages).

- Approximate timestamps, session identifiers, and diagnostic data used for performance, analytics, and security monitoring.

This information helps us operate the Website, measure performance, understand visitor engagement, detect and prevent fraud, and maintain security.

8.2.3 Cookies, Pixels, SDKs, and Similar Technologies

We use cookies and similar technologies (such as pixels, tags, local storage, and SDKs) to help the Website function, to understand how the Website is used, and to support advertising and measurement activities. These technologies may collect information such as your IP address, device/browser characteristics, and your interactions with the Website.

Examples include:

- Analytics tools (for example, Google Analytics) to understand Website traffic and usage.
- Advertising and conversion measurement tools (for example, Google Ads and Meta Pixel) to help measure the effectiveness of marketing campaigns and deliver ads.
- Call tracking tools (for example, dynamic phone numbers) to attribute calls and leads to marketing sources and improve service.
- Chat and messaging tools to support customer communications and improve responsiveness.

Some of these technologies may be operated by third parties and may collect information across different websites or online services over time, subject to those parties' privacy practices.

You can control certain cookies through your browser settings and, where available, through any cookie preference controls presented on the Website. See Section 8.5 for more information.

8.3 How We Use Your Information

We use the information we collect for legitimate business purposes consistent with operating our business, maintaining an effective Website, and running our Programs. Depending on how you interact with us, we may use information to:

- Provide and manage services, including responding to inquiries, providing estimates, scheduling appointments, and coordinating project or service delivery.
- Communicate with you, including confirmations, reminders, follow-up communications, and customer support.
- Administer post-project survey, NPS, and feedback Programs, including sending you survey invitations, collecting and analyzing satisfaction scores and qualitative feedback, and following up on issues or questions you raise.
- Request that you leave reviews on public platforms, at your discretion, and track whether review requests are sent or completed.
- Operate, maintain, and improve the Website and Programs, including troubleshooting, testing, analytics, measuring performance, and improving user experience.
- Conduct marketing and advertising activities with your consent, including measuring campaign performance and attributing calls and leads.
- Protect against fraud, misuse, and security incidents; enforce our policies; and maintain the safety and integrity of our systems.
- Comply with applicable legal requirements and respond to lawful requests.

We do not sell personal information. We do not use information collected through the Website or Programs to make decisions that produce legal or similarly significant effects solely by automated means (for example, automated denial of services).

8.4 Communications and Text Messaging Privacy

If you provide your phone number or email address, you may receive communications from us as described in Sections 1–6 and 8.3.

8.4.1 SMS / MMS Text Messages

If you opt in to receive text messages, we may send SMS/MMS messages related to:

- Your current or past projects or services.
- Satisfaction surveys and NPS requests.
- Qualitative feedback requests about work performed.
- Invitations to leave public reviews.
- Service-related messages and, where permitted, limited promotional messages related to our services.
- Message frequency may vary.
- Message and data rates may apply.
- You can opt out at any time by replying STOP.
- For help, reply HELP or contact us using the information in Section 6.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. We do not sell, rent, or share your mobile phone number, text-message consent information, or opt-out status with third parties or affiliates for their own marketing or promotional purposes. We may share this information only with service providers that help us deliver text messages (such as messaging platforms, phone companies, and other vendors assisting with SMS delivery) or as required by law.

8.5 Cookies, Interest-Based Advertising, and Your Choices

8.5.1 Managing Cookies

You can control cookies through your browser settings, including refusing some or all cookies or receiving an alert when cookies are being sent. If you disable cookies, certain features of the Website may not function properly.

If the Website presents a cookie banner or preference center, you can use it to manage certain categories of cookies where available.

8.5.2 Analytics and Advertising Tools

We may use third-party analytics and advertising tools (such as Google Analytics, Google Ads, and Meta Pixel). These providers may set cookies or similar technologies and collect information about your interactions with the Website to provide measurement, analytics, and advertising services. Information collected through these tools may be combined with other information collected through the Website for the purposes described in this policy.

8.5.3 Global Privacy Control (GPC)

Some browsers or extensions support the Global Privacy Control ("GPC") signal. Where required by applicable law, we will process GPC signals as a request to opt out of certain processing (such as certain types of "sharing" for targeted advertising under state law). Honoring GPC may be limited by technical constraints and may not apply to all uses of cookies (for example, cookies necessary to operate the Website).

8.5.4 Do Not Track

Some browsers include a "Do Not Track" (DNT) setting. Because there is no common industry standard for interpreting DNT signals, the Website may not respond to all DNT signals. You can use the other controls described in this section to manage cookies and tracking.

8.6 Sharing and Disclosure of Information

We may disclose information collected through the Website and Programs in limited circumstances as described below. We do not sell personal information.

8.6.1 Service Providers

We may share information with vendors and service providers that help us operate the Website, run our business, or deliver the Programs, such as website hosting providers, analytics providers, advertising and measurement vendors, call tracking providers, survey and review-request platforms, messaging platforms, and customer communication tools. These providers are permitted to use information only to perform services on our behalf and are subject to contractual confidentiality and security obligations. We do not authorize service providers to use personal information for their own independent marketing purposes.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Your mobile information will not be sold or shared with third parties or affiliates for promotional or marketing purposes. All categories of sharing described in this Section exclude mobile contact information and text messaging originator opt-in data and consent; this information will not be shared with any third parties, except service providers that assist us in delivering our text messages or as required by law.

8.6.2 Legal and Safety

We may disclose information if we believe it is necessary to: (a) comply with applicable law, regulation, legal process, or governmental request; (b) enforce our agreements or policies; (c) protect the rights, property, or safety of the Company, our customers, or others; or (d) detect, prevent, or address fraud or security issues.

8.6.3 Business Transfers

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of all or a portion of our business or assets, information may be transferred as part of that transaction, subject to applicable law and appropriate confidentiality protections.

8.7 Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information collected through the Website and Programs from unauthorized access, use, disclosure, alteration, or destruction. No method of transmission over the Internet or method of electronic storage is completely secure, so we cannot guarantee absolute security.

Email, text messages, and chat communications may not be encrypted end-to-end and may not be secure. Please do not send sensitive information through these channels.

If you believe your interaction with us is no longer secure, please contact us immediately using the information in Section 6.

8.8 Links to Other Websites

The Website may contain links to third-party websites or services. We do not control, and are not responsible for, the content, privacy practices, or security of third-party websites. We encourage you to review the privacy policies of any website you visit.

8.9 Children's Privacy

The Website and Programs are not directed to children under 18, and we do not knowingly collect personal information from children. If you believe a child has provided personal information through the Website or a Program, please contact us so we can take appropriate steps to delete it.

8.10 Data Retention

We retain personal information collected through the Website and Programs for as long as reasonably necessary to fulfill the purposes described in this policy, including to provide services, administer Programs (including surveys and review requests), maintain business records, resolve disputes, enforce agreements, and comply with legal obligations. When information is no longer needed, we will take reasonable steps to delete, deidentify, or securely dispose of it in accordance with our retention practices and applicable law.

8.11 Changes to These Terms and This Policy

We may update these Terms & Conditions and this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this document. Your continued use of the Website or participation in any Program after changes are posted means you accept the updated Terms.

8.12 Privacy Rights and Choices (U.S. Residents)

Depending on where you live, you may have certain rights regarding personal information, which may include the right to:

- Confirm whether we collect or process personal information about you and request access to it.
- Request correction of inaccurate personal information.
- Request deletion of personal information, subject to certain legal exceptions.
- Request a copy of personal information in a portable format.
- Opt out of certain uses of personal information, including certain forms of targeted advertising conducted through cookies and similar technologies.
- Appeal a decision regarding your privacy rights request, where required by applicable law.

The availability and scope of these rights may vary by jurisdiction.

How to Exercise Your Rights

To submit a privacy request, contact us using the information in Section 6. We may need to verify your identity before completing your request. Where permitted by law, you may designate an

authorized agent to submit a request on your behalf. If your request is denied, you may have the right to appeal our decision by contacting us and stating that you are submitting an appeal.

Cookie and Advertising Choices

You can control cookies and similar technologies by:

- Adjusting your browser settings to block or delete cookies.
- Using any cookie preference tools or banners that may be available on the Website.
- Using certain browser signals (such as Global Privacy Control) that communicate your preference to opt out of certain cookie-based uses, where required by applicable law.

Please note that blocking cookies may affect the functionality of the Website, and some cookies are necessary for the Website to operate.

No Sale of Personal Information

We do not sell personal information for money. However, we may allow certain third-party partners to collect information through cookies and similar technologies for analytics, advertising, and measurement. You can opt out of certain cookie-based advertising through the controls described above.