WHITECAP EXTERIORS

PRIVACY POLICY

WHO WE ARE

Whitecap Exteriors LLC ("Whitecap," "we," "us") provides exterior cleaning and maintenance services in coastal Monmouth and Ocean Counties, New Jersey. This policy explains what information we collect from customers and website visitors, how we use it, and the choices you have.

Effective date: November 10, 2026

- **Business:** Whitecap Exteriors LLC
- **Location:** Oceanport, New Jersey
- **Phone:** (848) 420-9383
- **Email:** evan@whitecapexteriors.com
- **Website:** whitecapexteriors.com

INFORMATION WE COLLECT

We collect only what we need to quote, schedule, perform and bill for your service.

- **Contact details:** name, phone number, email address, and service and billing addresses.
- **Service information:** details about your property, the services you request, quotes, appointments, service history and notes from our visits.
- **Communications:** messages, calls, texts and emails you exchange with us.
- **Payment information:** payments are processed by our third-party payment processor. We do not store full card numbers on our own systems.
- **Website information:** information you submit through our quote and request forms, and basic technical data such as browser type and pages visited.

HOW WE USE YOUR INFORMATION

- Respond to requests and prepare quotes.
- Schedule, confirm and perform services, including appointment reminders and arrival notices.
- Send invoices, receipts and payment reminders, and process payments.
- Provide customer support and follow up on completed work.
- Keep records of your property and service history for future visits.
- Share occasional service updates or seasonal offers, only if you have agreed to receive them.
- Meet our legal, tax and accounting obligations.

TEXT MESSAGES

When you provide your mobile number and agree to receive texts, Whitecap Exteriors may send you messages related to your service.

- **What we send:** quote notifications, appointment confirmations and reminders, arrival notices, invoices, payment receipts, and replies to your questions. With your separate consent, we may occasionally send service updates or seasonal offers.
- **How often:** message frequency varies based on your service activity.
- **Cost:** message and data rates may apply, depending on your mobile plan.
- **Opt out:** reply **STOP** at any time to stop receiving texts. You will receive one final message confirming you have been unsubscribed.
- **Help:** reply **HELP** for assistance, or contact us at (848) 420-9383 or evan@whitecapexteriors.com.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Text messaging opt-in data and consent are never shared with any third party, except the service providers that deliver our messages.

HOW WE SHARE INFORMATION

We do not sell or rent your personal information. We share it only with service providers that help us run the business, and only as needed for them to do their work:

- Scheduling, quoting and customer management software
- Business phone and text messaging providers
- Payment processors
- Accounting and bookkeeping services
- Website hosting providers

These providers may use your information only to provide services to us. We may also disclose information when required by law, or to protect our rights, our customers or the public.

PHOTOS OF YOUR PROPERTY

We may take before-and-after photos of the exterior surfaces we clean to document our work and the condition of your property. We will not use photos that show your address, house number, people or other identifying details in our marketing or social media without your permission. You can ask us at any time not to use photos of your property for marketing.

HOW WE PROTECT AND KEEP YOUR INFORMATION

We store customer information in secure, password-protected business systems, and access is limited to people who need it to serve you. No system is completely secure, but we use industry-standard safeguards provided by our software vendors.

We keep your information for as long as you are a customer and as long afterward as needed for service history, tax and legal requirements.

YOUR CHOICES AND RIGHTS

- **Update your information:** contact us to correct or update your contact or property details.
- **Delete your information:** you can ask us to delete your information. We will do so unless we must keep certain records for legal, tax or accounting reasons.
- **Stop texts:** reply STOP to any text message.
- **Stop emails:** use the unsubscribe link in any marketing email, or contact us. You will still receive messages about services you have booked.

CHILDREN

Our services are intended for adults 18 and older. We do not knowingly collect information from anyone under 18.

CHANGES TO THIS POLICY

We may update this policy from time to time. The effective date at the top shows when it was last revised.

CONTACT US

Questions about this policy or your information: call or text (848) 420-9383, or email evan@whitecapexteriors.com.
