

Privacy Policy for Horn's Backflow and Plumbing

At Horn's Backflow and Plumbing ("Horn's," "we," "our," or "us"), we are committed to providing superior commercial plumbing services with a specialization in backflow prevention. Protecting your privacy and the personal information you share with us is a priority. This Privacy Policy explains how we collect, use, and share the information of our customers and visitors, as well as the measures we take to ensure your data is secure.

1. Information We Collect

We collect various types of personal information when you interact with our business, such as through our website, phone calls, service appointments, or text message communications. The information we collect includes:

- **Personal Identifiable Information (PII):** Name, address, email address, phone number, and other contact details.
- **Service Information:** Specifics related to the services you request, such as property addresses and backflow inspection or repair details.
- **Payment Information:** Credit card or banking information required for billing and payment purposes.
- **Technical Information:** Data from your device or browser when visiting our website, such as IP address, browser type, and cookies.
- **Communication Data:** Any details shared through emails, phone calls, text messages (SMS), or other communication methods with our team.

2. How We Use Your Information

We use the personal information we collect for the following purposes:

- **Service Delivery:** To provide backflow testing, repairs, installations, and to schedule and complete service calls.
- **Customer Support:** To respond to inquiries, provide estimates, and handle any issues related to backflow services.
- **Billing and Payments:** To process payments, send invoices, and manage account-related matters.
- **Marketing:** To send updates about our services, promotions, and special offers (you may opt out of marketing communications at any time).
- **Legal Compliance:** To comply with regulations, laws, and any legal requirements, particularly those related to backflow prevention.

3. SMS Opt-In and Phone Number Use

If you choose to opt-in to receive SMS communications from Horn's, your phone number will be used solely for the purpose of sending service-related updates, reminders, and relevant notifications. **Your phone number will not be shared with third parties for marketing or other purposes.** You can opt out of SMS communications at any time by following the instructions provided in the message or by contacting us directly.

4. Sharing Your Information

We do not sell, rent, or trade your personal information. However, we may share your data under the following circumstances:

- **Service Providers:** With trusted third-party providers who assist in delivering our services, such as payment processors, IT support, or communication services.
- **Legal Requirements:** With government agencies or law enforcement if required by law or to protect the rights, safety, and property of Horn's or others.
- **Business Transactions:** In the event of a business transfer, such as a merger or sale, your information may be included as part of the transaction.

5. Data Security

We take reasonable steps to protect your personal information from unauthorized access, disclosure, or alteration. While we use industry-standard security practices, please note that no internet-based system is entirely secure, and we cannot guarantee the complete safety of your data.

6. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance user experience, analyze traffic, and improve our services. You can adjust your browser settings to manage or block cookies, but doing so may affect certain functionalities of our website.

7. Your Privacy Rights

You have the right to access, update, or request deletion of your personal information. If you wish to exercise any of these rights or have questions about how your data is handled, please contact us using the details provided below.

8. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Updates will be posted on our website, and we encourage you to review this policy periodically.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, including SMS opt-ins or data management, please contact us at:

Horn's Backflow and Plumbing
27823 Smyth Dr. Valencia CA 91355
info@hornsbackflow.com
661-295-7733

Effective Date: 01/01/2024

By using our services, including opting into SMS communications, you acknowledge that you have read and understand this Privacy Policy.