

PRIVACY POLICY

Parceros Construction LLC
Last Updated: September 2026

Parceros Construction LLC ("Parceros Construction," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you provide to us. This Privacy Policy explains what information we collect, how we use it, how we may share it, and the choices available to you. It applies to information collected through our website, social media pages, Facebook and Instagram advertisements, Meta Instant Forms, phone calls, text messages, emails, and other communications with our company.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, including:

- Full name
- Phone number
- Email address
- Property or project address
- City and ZIP code
- Type of construction or remodeling project
- Project description
- Preferred materials or project features
- Expected project timeline
- Budget information, when requested
- Photos, documents, or other information you choose to provide
- Any other information you submit through our website, Facebook, Instagram, Meta lead forms, email, text message, phone call, or other communication

We may also automatically collect limited technical information when you visit our website, such as your browser type, device information, IP address, pages visited, and information collected through cookies or similar technologies.

2. How We Collect Information

We may collect information through:

- Our website
- Contact and estimate request forms
- Facebook and Instagram
- Meta Instant Forms and other social media advertising
- Phone calls and text messages
- Email communications

- In-person consultations
- Customer service and project communications
- Cookies, analytics tools, and similar website technologies

When you submit information through Facebook, Instagram, or another third-party platform, that platform may also collect and process information according to its own privacy policies.

3. How We Use Your Information

We may use the information we collect to:

- Respond to inquiries and estimate requests
- Contact you regarding a construction, remodeling, repair, or maintenance project
- Schedule consultations, site visits, and estimates
- Prepare proposals, estimates, contracts, and invoices
- Provide and manage construction services
- Communicate with you about an existing or potential project
- Follow up after an estimate or completed project
- Provide customer service
- Send appointment reminders and project-related updates
- Improve our services, website, advertising, and customer experience
- Measure the effectiveness of our advertising and marketing campaigns
- Conduct internal business operations, accounting, recordkeeping, and collections
- Send marketing or promotional communications when permitted by applicable law
- Protect against fraud, misuse, or unlawful activity
- Comply with applicable legal, regulatory, or contractual requirements

4. Phone Calls, Text Messages, and Email

If you provide your phone number or email address while requesting information, an estimate, or services, Parceros Construction may contact you regarding your inquiry or project by phone, text message, or email.

We may also send promotional or marketing communications where permitted by law and consistent with any consent you have provided.

You may ask us to stop sending marketing communications at any time by replying **STOP** to a marketing text message, using an unsubscribe option when available, or contacting us directly.

Requests to stop marketing communications will not prevent us from sending communications that are necessary for an active project, contract, payment, warranty matter, or other business relationship.

5. How We Share Information

We do **not sell customer or prospective customer contact information as part of our ordinary business operations.**

We may share information with service providers or business partners when reasonably necessary to operate our business or provide services. Examples may include:

- Website hosting providers
- Customer relationship management systems
- Advertising and marketing platforms
- Email and communication providers
- Scheduling software
- Accounting and payment providers
- Insurance companies
- Subcontractors or suppliers involved in your project
- Professional advisers such as accountants, attorneys, or consultants

These parties may receive only the information reasonably necessary for the services they provide.

We may also disclose information when required by law, court order, governmental request, or when reasonably necessary to protect our legal rights, customers, employees, property, or safety.

6. Facebook, Instagram, and Meta Advertising

Parceros Construction may advertise through Facebook, Instagram, and other Meta platforms.

If you submit your information through a Meta Instant Form or other Facebook or Instagram lead form, Parceros Construction may receive the information you choose to provide, such as your name, phone number, email address, location, and project information.

Meta may independently collect or process information regarding your use of Facebook, Instagram, and its advertising services according to Meta's own privacy policies and terms.

Parceros Construction may use information received through Meta to respond to your inquiry, provide estimates, follow up regarding your project, and measure or improve advertising performance.

7. Cookies and Analytics

Our website may use cookies, analytics services, pixels, or similar technologies to understand how visitors use our website and to improve our services and advertising.

These technologies may collect information such as:

- Device and browser information
- IP address
- Pages viewed
- Approximate location
- Website interactions
- Referral sources
- Advertising interactions

Depending on your browser and the technologies used on our website, you may be able to block or delete cookies through your browser settings.

Some website functionality may not work properly if cookies are disabled.

8. Data Retention

We retain personal information for as long as reasonably necessary to:

- Respond to inquiries
- Provide services
- Maintain customer and project records
- Meet accounting, insurance, warranty, contractual, or legal obligations
- Resolve disputes
- Enforce agreements
- Maintain appropriate business records

We may delete or anonymize information when it is no longer reasonably needed.

9. Data Security

We use reasonable administrative, technical, and organizational measures intended to protect personal information from unauthorized access, misuse, loss, alteration, or disclosure.

However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

10. Your Privacy Choices and Requests

You may contact us to request that we:

- Tell you what personal information we maintain about you
- Correct inaccurate information
- Update your information
- Delete information where appropriate
- Stop certain marketing communications

To submit a privacy request, contact us using the information below.

We may need to verify your identity before completing certain requests.

11. Third-Party Websites and Services

Our website or advertisements may contain links to websites or services operated by third parties.

Parceros Construction is not responsible for the privacy practices of third-party websites, platforms, or services. We encourage you to review their privacy policies separately.

12. Children's Privacy

Our services are intended for adults seeking construction or property-related services.

We do not knowingly collect personal information from children under 13. If we become aware that information from a child under 13 has been collected unintentionally, we may take reasonable steps to delete it.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, services, technology, advertising practices, or legal requirements.

When we make changes, we will update the "Last Updated" date at the top of this policy.

We encourage visitors to review this Privacy Policy periodically.

14. Contact Information

Parceros Construction LLC

2315 Landon Rd
North Liberty, Iowa

Email: laura@parcerosconstructionllc.com

Phone: (319) 536-4635

Website: www.parcerosconstructionllc.com

This privacy policy is intended as a practical business policy and should be reviewed by qualified legal counsel to ensure it fits the company's actual practices and applicable law.