

## **PRIVACY POLICY**

Houston Plumbing and Heating recognizes the importance of your personal privacy. This Privacy Policy discloses our practices regarding information collection and usage for the website located at [www.houstonplumbingheating.com](http://www.houstonplumbingheating.com), and the related mobile website.

### **Personally Identifiable Information That We Collect:**

We do not collect personally identifiable information from you without your knowledge.

If you contact us through the Contact tab, your contact information will be used to respond to you, but will not be saved, used or shared in any way.

If you are interested in Financing and Click “Apply Now” you will be taken directly to the Synchrony website. Information you submit there is not collected by Houston Plumbing and Heating.

### **Non-Personal Or Aggregate Information That We Collect:**

When you access our website, we may collect non personally identifiable information from you, such as IP host address, web pages viewed, browser type, operating system, referring service, search information, device type, page views, usage and browsing habits on the website and similar data. We may also aggregate demographic information collected from our users (such as the number of users in a particular city) in a manner which does not identify any one individual. We may also aggregate information collected offline in connection with the use of our services, obtain non-personally identifiable information from third party sources and develop aggregate anonymous information from previously collected personally identifiable information.

### **Information Usage:**

We will never use your personally identifiable information.

Non-personally-identifiable or aggregate personally identifiable information may be used by us for any purposes permitted by law and may be shared with any number of parties, provided that such information shall not specifically identify you.

### **Cookies and Similar Technologies:**

“Cookies” are pieces of information that may be placed on your computer and mobile device by a service for the purpose of facilitating and enhancing your communication and interaction with that service. Many services use cookies for these purposes. We may use cookies (and similar items such as clear gifs, web beacons, tags, etc.) on our website to customize your visit and for other purposes to make your visit more convenient or to enable us to enhance our website. We may also use and place cookies (and similar items) on your computer and/or mobile device from our third party service providers in connection with the website, such as an analytics provider that helps us manage and analyze website usage, as described more fully below. In addition, our advertisers and business partners may set cookies and similar items on your computer and/or mobile device when you use our website. You may stop or restrict the placement of cookies on your computer and/or mobile device or clear them from your browser by adjusting your web browser preferences, in which case you may still use our website, but it may interfere with some of its functionality. Cookies and similar items are not used by us to automatically retrieve personally identifiable information from your computer without your knowledge.

If you delete your cookies, change browsers or use a different cookie, our cookie (or an opt-out cookie) may no longer work and you will have to re input (or opt-out) again.

### **Analytics and Conversion Tracking:**

We use analytics services (the “Analytics Services”) that use cookies, javascript and similar technologies to help us analyze how users use the website. The information generated by the Analytics Services about your use of the website (including your IP address or a truncated version of your IP address) is transmitted to and stored by analytics service providers on their servers. Those service providers will use this information for the purpose of evaluating your, and other users’, use of the website, compiling reports for us on website activity and providing other services relating to website activity and Internet usage.

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

The Analytics Services may use first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We may then use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer’s hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

The Analytics Services collect information anonymously. They report website trends without identifying individual visitors. You can opt out of the Analytics Services without affecting how you visit our site.

### **Security:**

The security of your personally identifiable information is very important to us and we use reasonable efforts to protect it from unauthorized access. However, due to the inherent open nature of the Internet, we cannot guarantee that your personally identifiable information will be completely free from unauthorized access by third parties such as hackers and your use of our website demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect.

### **Information That You Voluntarily Provide:**

You should be aware that personally identifiable information which you voluntarily include and transmit online in a publicly accessible blog, chat room, social media platform or otherwise online, or that you share in an open forum such as an in-person panel or survey, may be viewed and used by others without any restrictions. We are unable to control such uses of your personally identifiable information, and by using such services you assume the risk that the personally identifiable information provided by you may be viewed and used by third parties for any number of purposes.

If you choose to connect with a social networking service, such as Facebook, we may share information with that service, and that service may share information about you with us.

### **Other Services:**

As a convenience to you, we may provide links to third-party Services from within our website. We are not responsible for the privacy practices or content of these third-party sites. When you link away from our website, you do so at your own risk.

**Changes to this Privacy Policy:**

We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. However, if at any time in the future we plan to use personally identifiable information in a way that materially differs from this Privacy Policy, including sharing such information with more third parties, we will post such changes here and provide you the opportunity to opt-out of such differing uses. Your continued use of the Service and our services following the posting of any changes to this Privacy Policy means you accept such changes.

**Communications with Houston Plumbing and Heating:**

By providing your email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested or to send information about other products or services developed or provided by us or our business partners, provided that, we will not give your email address to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

By providing your phone number to us, you expressly consent to receive phone calls and/or text messages from us. We will not give your phone number to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

Any phone calls and/or text messages delivered to your phone or device may cause you to incur extra data, text messaging, or other charges from your wireless carrier. MESSAGE AND DATARATES MAY APPLY. You are solely responsible for any carrier charges incurred as a result of phone and/or text communications.

**No Rights of Third Parties:**

This Privacy Policy does not create rights enforceable by third parties, nor does it require disclosure of any personal information relating to users of the Service.

**Governing Law:**

This Privacy Policy and our legal obligations hereunder are subject to the laws of Ohio, U.S., regardless of your location. You hereby consent to the exclusive jurisdiction of and venue in the federal and state courts located in Licking County, Ohio, U.S., in all disputes arising out of or relating to the Services.

**Contact:**

For questions or concerns relating to privacy, we can be contacted at:  
[info@houstonplumbingheating.com](mailto:info@houstonplumbingheating.com)

**Effective Date:**

This Privacy Policy was last updated on September 1, 2018.