

# **PRIVACY POLICY – Big Rock Building Systems, Inc.**

Effective Date: November 17, 2025

## **Information Collected**

We collect information as provided by analytics tools such as Google Analytics, Facebook Pixel, and Hotjar. This includes device/IP data, usage behavior, and any form submissions.

## **How We Use Data**

Collected data is used to:

Process orders and fulfill transactions

Improve customer service and website experiences

Send marketing communications (if opted in)

Analyze and improve product offerings

Operate third-party platforms for CRM and payment processing (including AI Speaks/Stripe)

## **Data Sharing & Third Parties**

Data may be shared with select third-party service providers for CRM, payment processing, and analytics. All data sharing is limited to functions required for business operations. No customer data is sold or marketed to external parties.

## **Data Retention**

Customer data is retained for up to 12 months, or as required for legal/tax compliance. Data may be deleted upon request.

## **User Rights & Opt-Out**

Users may opt out of marketing by:

Clicking "Unsubscribe" on any marketing email

Texting "STOP" to 940-289-7625

Upon opt-out, users will no longer receive communication from Big Rock, and their request will be automatically processed by our system.

### **Security**

Big Rock's website is hosted through a professional website platform that employs standard encryption and data protection measures required by industry practice. In the event of a data breach, affected individuals will be notified via email and public announcement in accordance with state laws.

### **Third-Party Links & Disclaimer**

Big Rock is not responsible for the privacy practices of websites linked from our site. This disclaimer applies whether links exist now or are added in the future.

### **Contact Information**

For privacy questions or data requests, email [info@bigrockbuildingsystems.com](mailto:info@bigrockbuildingsystems.com).

### **Changes to Privacy Policy**

Big Rock may update this policy as needed. Changes are effective upon posting to the website.