

Big Bear Roofing & Construction LLC (“BBR”) takes your privacy seriously. In this Privacy Policy, we may refer to ourselves as “we,” “us,” or “our,” by which we mean BBR. We use the word “you” throughout this Privacy Policy to refer to anyone within the scope of this Privacy Policy.

This Privacy Policy describes how we collect, use, protect, and process Personal Information we collect from or about you when you visit our website (<https://www.bigbearroofingstl.com/>), communicate with us, or otherwise interact with us in your capacity as a customer, contractor, vendor, or supplier. This Privacy Policy does not apply to employees or job applicants of BBR. Throughout this Privacy Policy, we use the term “Services” to describe our construction projects and solutions across the commercial, multi-family, and residential sectors that we have the privilege of serving.

This Privacy Policy explains how we may use and disclose Personal Information we collect from and about you. By visiting our website, interacting with us, or providing us with your information, you consent to the collection, use, and disclosure of your Personal Information in accordance with the terms of this Privacy Policy. Please review this Privacy Policy carefully to understand these terms and your rights and options with respect to this information.

Information Collection

The term “Personal Information” in this Privacy Policy means any information that could identify one as an individual, either directly (for example, by name) or indirectly (such as an IP address or other unique identifier), or any information that relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

BBR collects Personal Information from you directly (such as when you provide it to us or fill out a form on our website), automatically, and from third parties and other sources (such as industry reports).

BBR has collected and processed the following categories and types of Personal Information from individuals in the last twelve months:

- Identifiers, such as your individual or company name, contact information, address, telephone number, and online identifiers.
- Commercial information, such as Services previously purchased or performed or Services or capabilities to be provided by you or us, financial details and references, safety and insurance information, and other information about previous projects and work performed.
- Internet or other similar network activity, such as information about your interactions with our website or advertisements.
- Geolocation data, such as the physical location of you, your company, or your device that accesses or assists with the provision of our Services and the delivery of our projects to our customers, sometimes as a result of a customer requirement.

- Sensitive personal information, such as your labor union affiliation, Equal Employment Opportunity Commission (EEOC) demographic data, government issued identification number, and limited claims-related information.
- Audio, electronic, and visual information, including photographs, videos, drone footage, if you require, access, or assist with the provision of our Services.
- Inferences we derive from the information we collect to create profiles reflecting the customer's, contractor's, vendor's, or supplier's preferences, characteristics, capabilities, trends, predispositions, behaviors, attitudes, abilities, and aptitudes.
- Social media information, when you share it with us or use it to contact or interact with us.
- Device information and unique device identifiers, such as your IP address, operating system, or the serial number of your device.
- Any other personal data you choose to provide for us.
- Any other personal data you consent to the collection of at the time of collection.

We may not collect each of the above categories of Personal Information from every individual who interacts with us, or who uses, accesses, or assists with the provision of our Services.

How We Use Your Personal Information

We process your Personal Information with your consent, to perform our contractual obligations, to provide our customers with the Services they request from us, where it is in our legitimate interest to process such information, or where we have a legal obligation to do so. More specifically, depending on your interactions with us, we process your information for the following purposes, including to:

- Provide Services to our customers;
- Contact you for marketing purposes, opportunities, and capabilities;
- Communicate about Services our customers request from us, including construction project support related to the Services our customers purchase from us, and to provide them with support when they otherwise contact us;
- Invite you to provide feedback to us about your experience in working with us;
- Operate, improve, and enhance our business, construction projects, and Service offerings;
- Perform our contractual obligations with other entities, organizations, and third parties;
- Identify trends in the use of our Services;
- Personalize your experience when you interact with us, including on our website;
- Understand the effectiveness of our marketing efforts and to tailor our communications to you;
- Ensure continuity of service to you if we sell, assign, delegate, or transfer part of our business or Services or enter into a relationship with an affiliate, successor, or partner entity;
- Prepare and defend BBR against actual or threatened litigation;
- Comply with subpoenas, regulatory inquiries, and other lawful judicial process, and to comply with our legal and regulatory obligations;

- Comply with legal requirements regarding the provision of our website, construction projects, and Services; and
- Any other purpose you consent to or instruct us to perform.

We may aggregate and de-identify the Personal Information we collect, and create reports based on this aggregated and/or de-identified information that do not personally identify any individuals.

We may also combine Personal Information we receive from or about you from one source with Personal Information we receive from or about you from other sources, or across multiple interactions with you. We may use this information to form a better understanding about you and your preferences, characteristics, capabilities, trends, predispositions, behaviors, attitudes, abilities, and aptitudes, including to be able to tailor our marketing content to you.

How We Disclose Your Personal Information

BBR discloses Personal Information we collect for a business purpose to the following categories of third parties and for the following purposes:

- Service providers, contractors, consultants, suppliers, and vendors, to perform functions on our behalf such as website development and hosting, marketing automation, analytics, site optimization, payment processing, and other construction services that we contract for;
- Successor entities, if we sell all or part of our business, make a sale or transfer of assets, or are otherwise involved in a merger, restructuring, or business transfer, including as part of the due diligence and transaction process;
- Court orders, subpoenas, law enforcement requests, and legal processes;
- As otherwise necessary to pursue available remedies or limit damages we may sustain; protect our operations; protect the rights, privacy, safety or property of us, you, and others; and
- As you otherwise direct us to or consent to.

Cookies and Automatic Data Collection

As with most websites, our website may automatically collect certain information through the use of cookies and other similar technologies. We collectively refer to these automatic data collection technologies throughout this Privacy Policy as “cookies.” Our website uses both third-party and first-party cookies. We use cookies to collect Personal Information from you, including:

- Browser and device identifiers, such as IP address, device type, computer and connection information such as your browser type, and operating system and version.
- Usage data, such as the URLs which lead you to and around our website including the date and time of access.

We may combine device identifiers and usage data with other Personal Information we collect from or about you to form a better understanding about you and your interactions with us. This practice may constitute “profiling” under certain state laws.

We rely on third parties to provide features on our website using data collected through cookies. We use cookies for the following purposes:

- **Website Operations:** Enabling features that are necessary for providing the critical functions of our website, such as tracking content views, providing website security features, improving website functionality, and remembering your preferences to continually improve and better serve the needs of our customers, contractors, vendors, and suppliers.
- **Analytics:** Allowing us to understand how our website is being used, track site performance, and make improvements. Our website uses Google Analytics to track and monitor use of our website. Google Analytics shares this data with other Google service affiliates. Google may use the collected data to contextualize and personalize the ads of its own advertising network.
- **Social Media:** Enabling the sharing of content from our website through blogs, podcasts, RSS feeds, discussion forums, online collaborative publishing systems, video sharing, social networks, and other sites.
- **Marketing:** Allowing us to tailor content and communications with you based on your interactions with us.

The cookies used on our website may allow us, or other third parties, to identify you across other media, websites, or apps, or through your use of our other Services to help tailor our offerings and provide enhanced personalization and communications.

Cookie Preferences and Choices

We appreciate that you may wish to express certain preferences with respect to some or all categories of cookies used to collect information, including Personal Information, from you, through our websites and applications. You may express your preferences regarding our collection of information via cookies through:

- **Browser settings.** Most web browsers automatically accept cookies. You can change your browser settings to notify you of the cookies being set or updated, and to block cookies. Please note that if you have turned off all cookies, some features of our website may not be available to you or otherwise function as intended. To learn more about how to manage cookies on different types of browsers, you can visit the website www.allaboutcookies.org.
- **Expressing preferences to third parties.** To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking [here](#). For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>.

Links to Third-Party Sites

Our website or Services may contain links to websites run and controlled by third parties (“Third-Party Sites”). These links are provided as a convenience to you. We do not control the means by which your Personal Information is collected through Third-Party Sites or the software used to collect it, nor do we control the security implemented by the third party that controls any Third-

Party Sites. When you visit any Third-Party Site, including through links accessible on our website or through our Services, this Privacy Policy will cease to apply, and instead, the privacy policy and practices of the Third-Party Site will apply to the Personal Information collected through that Third-Party Site. We encourage you to review the privacy policies listed on every Third-Party Site that you elect to visit.

Sales and Sharing of Personal Information, and Use of Personal Information for Targeted Advertising

BBR does not “sell” Personal Information in the traditional sense of the word, but in the last twelve months, we have shared Personal Information, including identifiers, commercial information, internet or similar network activity, inferences, social media information, and geolocation data with providers of analytics services. This sharing and disclosure is considered a “sale” or “sharing” of Personal Information under some state laws.

Opt-Out of Correspondence

You may always choose to limit or cease receiving marketing correspondence from us by using the opt-out/unsubscribe option in emails you receive from us, or by emailing or calling us at the email and/or phone numbers listed below in the “Contact Us” section. Please allow us up to ten business days to process your request to opt-out or unsubscribe.

Information Retention and Security

We retain your Personal Information for the period necessary to fulfill the purpose(s) for which it was collected as outlined in this Privacy Policy, unless a longer retention period is required by law or is needed in order to fulfill a legal requirement to which BBR is subject.

We utilize reasonable physical, technical, and organizational measures and procedures to safeguard and secure Personal Information from unauthorized use, unauthorized disclosure, and loss. However, you should be aware that no data storage or method of transmission can be guaranteed to be 100% secure or error free, and we cannot guarantee the security of your Personal Information.

Right to Correct Personal Information if the Information is Inaccurate

If you believe or discover that Personal Information we have collected about you is inaccurate, you may contact us to request that we correct and update the information so that it is accurate.

Children’s Privacy

Our website is provided for and targeted to adults and is not intended to be used by children under eighteen years of age. We do not knowingly collect Personal Information from children and individuals under the age of eighteen through our website. If you believe we have been provided Personal Information from or about a child under eighteen, please contact us at the email below. If we have stored any such Personal Information in our database, we will delete it as soon as reasonably practicable after receiving notice from you.

Changes to this Privacy Policy

This Privacy Policy is subject to change. If we make any material changes, we will notify you by means of a notice placed on our website prior to the change becoming effective and we will update the date above accordingly. We encourage you to periodically review this Privacy Policy. By using our website and receiving or assisting with the provision of our Services, you agree to the terms and conditions in the most updated Privacy Policy.

How to Contact Us

If you have any questions or concerns regarding the Privacy Policy, our use, collection, retention, or sharing of your Personal Information, or any rights or choices you may have under this Privacy Policy or applicable law, please feel free to contact using one of the following methods:

Calling a member of our team, at 314-699-4021

Emailing us at: Greg@BigBearRoofingSTL.com

Writing to us at: Big Bear Roofing & Constructions LLC, ATTN: Will Davis, 9909 Clayton Rd LL2, Saint Louis, MO 63124