

CERVUS SOLAR & CONSTRUCTION

Privacy Policy

EFFECTIVE DATE: APRIL 8, 2026 · LAST UPDATED: APRIL 8, 2026

At Cervus Solar & Construction, we respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains what data we collect, how we use it, and your rights regarding that information.

Who We Are

Cervus Solar & Construction ("Company," "we," "us," or "our") is a solar installation and construction company serving residential and commercial clients. We operate this website to provide information about our services and to connect with prospective customers.

Business Address: Cervus Solar & Construction
Contact Email: info@cervussolar.com

Information We Collect

We may collect the following types of information when you visit our website or contact us:

Information you provide directly:

- › Full name, email address, and phone number (via contact or quote request forms)
- › Property address or service location
- › Energy usage data or project details submitted for solar assessments
- › Payment information (processed securely through Stripe — we do not store card data)

Information collected automatically:

- › IP address, browser type, and device information
- › Pages visited, time spent on site, and referral source
- › Cookies and similar tracking technologies

How We Use Your Information

We use the information we collect to:

- › Respond to inquiries, quote requests, and service consultations
- › Schedule appointments and follow up on project leads
- › Process payments for services rendered
- › Send updates, promotions, or service-related communications (you may opt out at any time)
- › Improve our website, marketing, and overall customer experience
- › Comply with applicable laws and regulations

Cookies & Tracking Technologies

We use cookies and similar technologies to enhance your experience on our website. These may include:

- › Analytics cookies (e.g., Google Analytics) – to understand how visitors use our site
- › Marketing pixels (e.g., Meta/Facebook Pixel) – to measure the effectiveness of our advertising
- › CRM tracking (e.g., GoHighLevel / LeadConnector) – to track form submissions and manage leads
- › Essential cookies – necessary for basic site functionality

You can control cookies through your browser settings. Disabling cookies may limit some website functionality.

Third-Party Services

We work with trusted third-party providers to operate our business. These include:

- › Google Analytics – website traffic and behavior analytics
- › GoHighLevel / LeadConnector – CRM, lead management, and marketing automation
- › Stripe – secure payment processing
- › Meta (Facebook) – advertising and retargeting
- › Google Ads – paid search advertising

Each of these providers has their own privacy policy governing how they handle your data. We encourage you to review them directly.

How We Share Your Information

We do not sell your personal information. We may share it only in the following circumstances:

- › With service providers who assist in operating our website and business (under confidentiality obligations)
- › When required by law, court order, or government authority
- › To protect the rights, safety, or property of Cervus Solar & Construction or others
- › In connection with a business transfer, merger, or acquisition

Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements. When data is no longer needed, we securely delete or anonymize it.

California Privacy Rights (CCPA)

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA):

- › Right to Know — request disclosure of the personal information we collect and how it is used
- › Right to Delete — request deletion of your personal information, subject to

certain exceptions

- › Right to Opt-Out — opt out of the sale of your personal information (we do not sell data)
- › Right to Non-Discrimination — we will not discriminate against you for exercising your privacy rights

To exercise these rights, contact us at the information below. We will respond within 45 days.

Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, or misuse. Payment data is handled exclusively through Stripe's PCI-compliant infrastructure — we never store credit card numbers on our servers.

No method of transmission over the internet is 100% secure. We cannot guarantee absolute security but are committed to protecting your information.

Children's Privacy

Our website is not directed to children under 13. We do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us and we will promptly delete it.

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in

our practices or applicable law. When we do, we will update the "Last Updated" date at the top of this page. We encourage you to review this policy periodically.

Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy, please reach out:

Cervus Solar & Construction

info@cervussolar.com