

# Privacy Policy

Clear, customer-friendly information on how we collect, use, and protect your data.

<b>What we collect</b>	<b>How we use it</b>	<b>How we protect it</b>
Contact details, quote request information, and basic website usage data.	To respond to requests, improve service, and communicate when appropriate.	Reasonable security measures, limited access, and secure transmission tools.

*Last Updated: July 22, 2020*

KRC Rock Inc. ("KRC Rock," "we," "our," or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard information when you visit our website or use our services. By using our website, you agree to the practices described below.

## 1. Information We Collect

You may choose whether or not to provide personal information. However, certain features or services may not be available without it.

- Name, email, phone number, or other contact details
- Information submitted through forms or quote requests
- Non-personal data such as browser type, IP address, and device information
- General demographic or usage data used to improve website experience

## 2. How We Use Your Information

- Provide products, services, and quote responses
- Improve our website and customer experience
- Send updates, promotions, or relevant information when appropriate and with your consent
- Conduct surveys or research to better serve customers
- Customize your browsing experience

## 3. Data Retention

We only keep your information for as long as necessary to fulfill the purpose it was collected for, meet legal or regulatory requirements, and maintain appropriate business records.

## 4. Sharing of Information

KRC Rock does not sell or rent your personal information.

- To fulfill services or orders
- With trusted service providers under confidentiality obligations
- To comply with legal obligations such as subpoenas or law enforcement requests

- To protect our rights, property, or safety

## **5. Third-Party Services**

Our website may use third-party tools or integrations, including social media platforms. These services may collect information such as your IP address or use cookies.

We are not responsible for how third-party websites handle your data, so we recommend reviewing their privacy policies.

## **6. Cookies and Tracking**

We may use cookies or similar technologies to improve website performance, understand user behavior, and enhance your browsing experience. You can adjust your browser settings to disable cookies if you prefer.

## **7. Non-Marketing Communication**

We may contact you for non-marketing purposes, including account or service updates, security notifications, and website or policy changes.

## **8. Children's Privacy**

Our website is not intended for children under 13, and we do not knowingly collect personal information from children. If such information is identified, it will be removed promptly.

## **9. External Links**

Our website may include links to other websites. Once you leave our site, we are not responsible for the privacy practices of those external sites.

## **10. Data Security**

We take reasonable steps to protect your information through secure servers, restricted access, encryption for sensitive data when applicable, and SSL technology. However, no system is completely secure, and absolute protection cannot be guaranteed.

## **11. International Users (EU Notice)**

If you are accessing our website from outside the United States, your information may be transferred to and stored in the U.S. By using our website, you consent to this transfer.

## **12. Your Choices and Opt-Out**

You may opt out of receiving communications from us at any time by following unsubscribe instructions in emails or by contacting us directly.

## **13. Updates to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page, and continued use of the website means you accept those updates.

## 14. Contact Us

If you have questions about this Privacy Policy, please contact:

<b>Company</b>	KRC Rock Inc.
<b>Email</b>	information@krcrock.com
<b>Phone</b>	760-744-1036
<b>Address</b>	700 N Twin Oaks Valley Rd San Marcos, CA 92069

**Your trust matters to us. We are committed to keeping your information safe while helping you plan and build with confidence.**