

# Privacy Policy

Luther Falls Kitchen and Bath

Effective Date: January 1, 2025 | Champaign & Normal, Illinois

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## 1. Who we are

Luther Falls Kitchen and Bath ("Luther Falls," "we," "us," or "our") is a family-owned kitchen and bath remodeling company that has served central Illinois since 1954. This Privacy Policy describes how we collect, use, and protect information you provide when you visit our website at [www.lutherfalls.com](http://www.lutherfalls.com), contact us by phone or email, or use our in-person showroom services.

Our contact details are:

**Luther Falls Kitchen and Bath**

2706A N Mattis Ave, Champaign, IL 61821

Phone: (217) 356-4060

Email: [lutherfalls@lutherfalls.com](mailto:lutherfalls@lutherfalls.com)

**Normal / Bloomington location:**

1805A West Hovey Avenue, Normal, IL

Phone: (309) 386-1206

## 2. Information we collect

We collect only the information needed to provide our services and respond to your inquiries. This includes:

- ☐ **Contact information** — Name, phone number, email address, and mailing or service address when you submit a quote request, contact form, or consultation request.
- ☐ **Project details** — Information about your kitchen or bathroom remodeling project that you share with us voluntarily (room dimensions, materials of interest, timeline, budget).
- ☐ **Payment information** — Billing details when you purchase products or services. Payment transactions are processed securely through our payment processor and we do not store full card numbers.
- ☐ **Website usage data** — When you visit our website, standard technical data is automatically collected by our website host (Thryv) and any analytics tools in use, such as your IP address, browser type, pages visited, and time on site. We use this data only to understand how visitors use our website and to improve it.
- ☐ **Communications** — Emails, phone messages, or text messages you send us.

## 3. How we use your information

We use the information we collect for the following purposes:

- ☐ Responding to your quote requests, questions, and consultation bookings.

- ☐ Scheduling and completing in-home measurements, installations, and service visits.
- ☐ Processing payments for products and services.
- ☐ Sending you appointment reminders, project updates, and follow-up communications related to your job.
- ☐ Sending you occasional promotional emails about our products, services, and offers — only if you have opted in or have an existing customer relationship with us. You may opt out at any time.
- ☐ Improving our website, services, and customer experience.
- ☐ Complying with our legal obligations.

We do not sell, rent, or trade your personal information to third parties for their own marketing purposes.

#### 4. How we share your information

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We share your information only in the following limited circumstances:

- ☐ **Service providers** — We use third-party vendors to help operate our business, including our website platform (Thryv), payment processors, financing partners (Enhancify), and scheduling tools. These vendors are contractually required to protect your information and may only use it to perform services on our behalf.
- ☐ **Installation and trade partners** — We may share your name, address, and project details with subcontractors or installers who perform work at your home as part of a job you have contracted with us.
- ☐ **Legal compliance** — We may disclose information if required by law, court order, or governmental authority, or to protect the safety, rights, or property of Luther Falls or others.
- ☐ **Business transfer** — In the event that Luther Falls is sold or merged, your information may be transferred as part of that transaction, subject to the same protections described in this policy.

#### 5. Cookies and website tracking

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Our website uses cookies — small text files stored on your device — to enable core site functionality and help us understand how visitors use our site. Cookies we use may include:

- ☐ **Essential cookies** — Required for the website to function correctly (e.g., form submission, session management).
- ☐ **Analytics cookies** — Used to collect aggregate, anonymous data about website traffic and usage patterns (e.g., Google Analytics).
- ☐ **Third-party cookies** — Our website is hosted on Thryv's platform, which may place its own cookies. Please see Thryv's Privacy Policy at [thryv.com/client-privacy-policy](https://thryv.com/client-privacy-policy) for details.

Most web browsers allow you to control or disable cookies through their settings. Disabling cookies may affect some features of our website.

#### 6. Third-party links and services

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Our website contains links to third-party websites, including Google, Facebook, Instagram, and our financing partner Enhancify. We are not responsible for the privacy practices of these sites and encourage you to review their privacy policies before providing them with any personal information.

## 7. Data security

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We take reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, or loss. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

We retain your personal information only for as long as necessary to fulfill the purposes described in this policy or as required by law. Customer records relating to completed projects are typically retained for a period consistent with our warranty obligations and applicable legal requirements.

## 8. Your rights and choices

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You have the following rights regarding your personal information:

- ☐ **Access** — You may request a copy of the personal information we hold about you.
- ☐ **Correction** — You may ask us to correct inaccurate or incomplete information.
- ☐ **Deletion** — You may ask us to delete your personal information, subject to our legal and contractual obligations.
- ☐ **Opt-out of marketing** — You may opt out of receiving promotional emails from us at any time by clicking "unsubscribe" in any email we send, or by contacting us directly.
- ☐ **Do Not Sell** — We do not sell your personal information. If this changes, we will update this policy and provide you with an opt-out mechanism.

To exercise any of these rights, contact us using the information in Section 1. We will respond within a reasonable timeframe.

## 9. Illinois residents

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If you are a resident of Illinois, you may have additional rights under Illinois privacy law, including the Illinois Personal Information Protection Act (PIPA). We comply with applicable Illinois privacy requirements. To exercise your rights, please contact us as described in Section 1.

## 10. Children's privacy

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Our website and services are not directed at children under the age of 13. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us and we will promptly delete it.

## 11. Changes to this policy

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We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will revise the effective date at the top of this page. We encourage you to review this policy periodically. Your continued use of our website after any changes constitutes your acceptance of the updated policy.

## 12. Contact us

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If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal information, please contact us:

**Luther Falls Kitchen and Bath**

2706A N Mattis Ave, Champaign, IL 61821

Phone: (217) 356-4060

Email: [lutherfalls@lutherfalls.com](mailto:lutherfalls@lutherfalls.com)

Business hours: Monday–Friday 8:00 am–5:00 pm, Saturday 8:00 am–12:00 pm

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*This document is provided as a suggested privacy policy and should be reviewed by a qualified attorney before publication.*

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