

The Window Guild Privacy Policy

Effective date: October 7, 2026

1 Who we are and what this policy covers

The Window Guild, LLC, doing business as JAMZ Construction (The Window Guild, we, us, or our), operates www.thewindowguild.com. This Privacy Policy explains how we collect, use, retain, and disclose personal information through this website and related customer inquiries, project services, and marketing. We offer window and door products and related services for projects in California.

This policy also explains our website analytics and advertising practices. Third-party websites and services, including separate payment and financing services, have their own privacy policies. This policy does not describe their independent practices or replace any notices they provide.

2 Information you provide

When you request information, a quote, or an appointment, we collect the information you submit. Depending on the form or your communications with us, this may include your name, email address, telephone number, project address, preferred appointment date, project type, window material, interior and exterior colors, window size, quantity, and your message. Related correspondence, estimates, contracts, project measurements, home or installation details, and information received from providers may also become part of your customer or project record.

A requested appointment date is a preference, not a confirmed reservation. Our team contacts you to discuss your project and confirm availability. Our website does not offer customer accounts, public review submissions, or file uploads. Please do not include bank account details, payment card information, Social Security numbers, or other sensitive information in website forms.

Payments are arranged separately from the website. We do not collect payment card or bank account details through website forms. Separate payment services have their own terms and privacy notices.

3 Information collected through website technology

Our website and its providers may collect technical and usage information, such as IP address, browser and device information, cookie or similar identifiers, pages viewed, referring pages, ad-click identifiers, approximate location inferred from technical information, and the dates and times of visits. We use tags to measure selected button clicks and whether a form is submitted.

Our tracking records page views, selected button clicks, and form-submission events. Depending on the advertising features enabled, Google or Meta tools may also use contact information provided to us, such as an email address, telephone number, name, or address, for conversion measurement and matching to platform users. Contact identifiers used for matching may be transformed into a hashed form before transmission. These features support measurement and advertising; their operation depends on the configured tools and your applicable privacy choices.

4 How we use information

We use inquiry and project information to respond to you, prepare or discuss estimates, assess project requirements, arrange appointments, and manage the products and services you request. We also use relevant information to maintain business records, address customer questions, protect against misuse, and meet legal obligations.

We use website information to understand how visitors use the site, measure advertising performance and form-submission events, improve the website, and show advertising to people who have previously visited our website, subject to the choices described below. Website-based advertising can occur even when you have not submitted a contact form.

We may occasionally send promotional emails about our products, services, or offers. You can opt out as explained in Section 7. We do not currently use contact information to send promotional text messages. Project-related contact is separate from promotional email.

5 Who receives information

TWG employees access customer and project information needed for their work. Providers that support website hosting, forms, email, customer-record management, estimates, payments, and technical support may access information needed for those services. Manufacturers and other providers involved in fulfilling your project may receive relevant contact, location, specification, order, or service information. Our marketing agency, receives measurement and advertising information, such as where responses originate, website activity, and audience or demographic trends, to manage and evaluate campaigns.

Google and Meta receive information through the tools described in Sections 3 and 6 to measure advertising and reach current, past, and potential customers. This can include technical identifiers, browsing and event information, and contact identifiers used for matching when those features are enabled. They may also process received information for their own purposes under their terms and privacy policies.

Our financing page directs visitors to Go Green Financing and Synchrony resources. Applications are handled through separate third-party websites or portals. To coordinate requested financing, payment, and project fulfillment, we may exchange customer contact details, project and contract information, application or approval status, and funding or payment information with the relevant financing program, lender, or payment provider. We limit these exchanges to information needed for the arrangement. Information submitted directly to those providers is governed by their privacy notices.

We may disclose information when reasonably necessary to comply with law or valid legal process, protect legal rights or safety, or respond to fraud or security incidents. Information may also be disclosed as part of a proposed or completed business transfer, subject to applicable law and appropriate safeguards.

We do not sell customer information for money or sell customer contact lists. We disclose information to support customers' window, door, and related projects and to market our products and services, as described in this policy. Advertising tools disclose technical identifiers and browsing or event information to Google and Meta for measurement and retargeting. The absence of a sale of customer lists does not mean that no information is disclosed through advertising tools. Section 7 describes choices concerning website tracking.

6 Cookies analytics and advertising

We use Google Tag Manager to manage tracking tags on the website. Google Analytics and Google Ads tools measure visits, selected clicks, form-submission events, and advertising performance. Google Ads also supports advertising to previous website visitors. Google and other participating vendors may use cookies or device identifiers to serve ads across the internet based on previous visits to this website.

We use the Meta Pixel through Google Tag Manager to measure website events, evaluate Facebook and Instagram advertising, and build audiences for retargeting. These tools use cookies or similar identifiers and may associate received information with information Meta already holds. Features for matching contact identifiers may also be used when enabled, as described in Section 3. Google Tag Manager manages these tags; Google, Meta, and other third party providers remain recipients of information processed through their respective tools.

7 Your choices and requests

You can use the cookie banner or Privacy Choices link on our website to accept or reject optional cookies and related analytics and advertising technologies and change your choices later. Technologies needed to operate requested functions, maintain security, or remember your choices may remain enabled as explained in the choices interface. Rejecting optional tracking does not prevent you from requesting a quote or appointment.

We honor Global Privacy Control signals as a request to disable optional advertising tracking for the browser that sends the signal. This signal does not by itself identify you across every browser or device. [VERIFY DNT RESPONSE: Separately disclose the tested response to legacy Do Not Track signals, including whether they change tracking. Do not treat DNT and GPC as interchangeable.]

You can also manage Google advertising preferences at <https://myadcenter.google.com/> and review participating companies' advertising choices at <https://optout.aboutads.info/>. Browser or device settings may offer additional controls. These choices can depend on the browser or device and do not necessarily stop every advertisement, every cookie, or information already collected.

To stop promotional emails, use the unsubscribe instructions in an email or contact adel@twgca.com. We will honor promotional email opt-out requests within 10 business days. We may continue sending messages necessary to handle your requested project, appointment, transaction, or service. Opting out of promotional email does not change website cookie choices.

To request deletion of personal information TWG holds about you, email Adel at adel@twgca.com. Provide enough information to locate the records; we may need to verify your identity. Adel coordinates with the website team, internal team, and relevant providers to address information under our control in website, customer-management, and other business systems. We may retain information needed for requested services, warranties, legal claims, legal obligations, or other permitted purposes and will explain applicable limits. You may also contact Adel with privacy questions or requests to access or correct information. We will comply with rights and response requirements that apply under law.

8 Retention and security

We do not use a fixed automatic deletion period for records under our control, including inquiries, customer and project information, stored website submissions, analytics records, logs, and backups. We may retain these records indefinitely unless deletion is requested or we choose to remove them for storage management or other business reasons, subject to applicable law and the exceptions in Section 7. Independent providers, including advertising, analytics, and mapping services, may apply their own retention settings and policies to information they process; we do not control or promise indefinite retention or complete deletion by those providers.

We use access restrictions and other administrative, technical, and physical measures intended to protect information. Paper records are stored securely at our premises. Electronic information is held in website, customer-management, estimating, and other service-provider systems, with access limited to employees and providers who need it for their roles. No website, email transmission, or storage system can be guaranteed completely secure.

9 Third party content children and policy changes

The website includes an embedded map provided through Mapbox using OpenStreetMap map data, and links to third-party websites. When the map loads or you interact with it, the mapping service may receive technical information such as your IP address, browser information, and map requests. OpenStreetMap supplies map data; the service receiving requests depends on the map implementation. Third-party sites and providers have their own privacy notices.

Our website is intended for adults seeking window and door products or services, and our advertising is directed to people age 18 and older. We do not knowingly collect personal information from children under 13. If you believe a child provided information through our website, contact Adel so we can investigate and take appropriate action.

We may update this policy as our practices change. We will post the revised policy here and update its effective date. For material changes, we will provide additional notice through a prominent website notice or other appropriate means and obtain consent where required by law.

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Classifications: B General Building and C17 Glazing