PRIVACY POLICY

Last updated November 6, 2026

Introduction

XYZ RoofCo, LLC, doing business as Apex General Contracting ("we," "our," or "us") operates this website. We respect the privacy of your information. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information. This Policy applies to individuals who access this and other websites we operate ("Sites"), and any of our online and offline services ("Services"). This Policy does not apply to corporate affiliates that have published their own privacy and security statements.

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this webpage with a new "last updated" date. If we make material changes, we will provide you with additional notice, such as adding a statement on the homepages of our Site. Please review this Privacy Policy periodically.

This Privacy Policy covers the following topics:

1. Personal data we collect
2. How we use your personal data
3. How we share your personal data
4. Cookies and Other Tracking Technologies
5. Universal Opt-Out Mechanisms
6. Security
7. Data Retention
8. Third-Party Links
9. Children's Privacy
10. Your Privacy Rights – United States
11. Notice to California Residents
12. Accessibility
13. How to Contact Us

1. Personal Data We Collect

We collect personal data from you through your use of the Sites and Services. Personal data is information that is linked or reasonably linkable to an identified or identifiable individual. We collect the following types of personal data:

Personal Data You Provide

Depending on how you interact with our Site and Services, we will collect the following personal data that you voluntarily provide to us for the following purposes:

- *Book Online*. If you book an appointment with us online to schedule an inspection, you will provide us with your first and last name, email address, phone number, and mailing address, including city, state, and zip code. You may subscribe to our email updates and telephone communications through this form.
- *Schedule a Free Inspection*. If you schedule a free inspection, you will select a specific area of inspection and provide us with your first and last name, email address, and phone number. You may subscribe to our email updates and telephone communications through this form.
- *Contact Us*. If you contact us through our Sites, you will provide us with information like your first and last name, phone number, email address, and category of inquiry. You may subscribe to our email updates and telephone communications through this form.
- *Marketing Communications*. If you sign up to receive communications from us through the above methods, you will provide us with your email address and phone number, among other information. To unsubscribe from our marketing emails, you can click the unsubscribe link included in the footer of our emails. To be removed from our telephone communications, you can text STOP to a text message you've received or let us know you'd like to unsubscribe through a phone call you may receive from us.
- *Marketing Events*. When you interact with us at trade shows, industry events, or other marketing activities, we may collect your name, email address, phone number, company name, and other contact information you choose to provide.
- *Careers*. If you apply for a job with us through our Careers page, you will be directed to either a form in which you will provide your first and last name, phone number, and email address, or a third-party website that will prompt you for relevant contact and background information regarding the position you are applying for.

Personal Data as You Navigate Our Sites

We automatically collect certain personal data through your use of our Sites and our use of cookies and other tracking technologies, such as the following:

- *Usage Information*. For example, the pages on the Sites you access, the frequency of access, and what you click on while on the Sites.
- *Device Information*. For example, hardware model, operating system, application version number, and browser.
- *Mobile Device Information*. Aggregated information about whether the Sites are accessed via a mobile device or tablet, and the device type.
- *Location Information*. Location information from visitors to our Sites on a city-regional basis.

For more information on our cookie usage see our "**Cookies and Other Tracking Technologies**" section below.

Personal Data We Collect About You from Other Sources

In some cases, we may receive personal data about you from other sources. This can include, for example, advertising networks, operating systems and platforms, mailing list providers, social networks, and advertising and marketing partners.

2. **How We Use Your Personal Data**

In addition to the purposes stated above, we may use all the personal data we collect in accordance with applicable law such as to:

- Maintain and improve our Site;
- Protect the security and integrity of our Site;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of our Terms and Conditions, and to otherwise fulfill our legal obligations;

- Monitor compliance with and enforce this Privacy Policy and any applicable agreements and policies;
- Defend our legal rights and the rights of others;
- Fulfill any other purposes for which you provide it;
- For any purpose that is reasonably necessary to or compatible with the original purpose for which we collected the personal data as disclosed to you; and
- Comply with applicable law.

3. **How We Share Your Personal Data**

We may share the personal data that we collect about you in the following ways:

- With vendors who perform data or Site-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, payment, etc.);
- To the extent that we are required to do so by law;
- With vendors to prepare, deploy, and analyze advertising content;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal data;
- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events and that person or entity may use your personal data for their own purposes;
- With any other person or entity where you consent to the disclosure; and
- For any other purpose disclosed by us when you provide the personal data or for any other purpose we deem necessary, including to protect the health or safety of others.

For more information on how we sell or share personal data with third parties, see our "**Your Privacy Rights- United States**" section below.

4. Cookies and Other Tracking Technologies

How We Use Cookies

Like many other companies, we use cookies and other tracking technologies (collectively, "Cookies"). Cookies are small files of information that are stored by your web browser software on your computer hard drive, mobile, or other devices.

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the Sites to your individual needs;
- Advertise new content and services that relate to your interests;
- Keep track of advertisements and search engine results;
- Provide security and protection from spam and bots;
- Compile aggregate data about traffic and interactions on the Sites to resolve issues and offer better experiences and tools in the future; and
- Recognize when you return to the Sites.

We set some Cookies ourselves, while separate entities set other Cookies. We use Cookies other entities set to provide us with useful information, to help us improve our Site, to conduct advertising, and to analyze the effectiveness of advertising. Some of the analytics cookies we use include Google Analytics and Hotjar.

Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies to help us analyze how users interact with the Sites and Services, compile

reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's privacy policies. To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, click here.

How You Can Opt-Out of Cookies

When you first visit our Site, we will present you with a banner that offers you choices about whether to accept or reject nonessential cookies or tracking technologies. If you wish to change your Cookie preferences, you can do so by clicking the collapsed icon in the corner of the page.

You can also block Cookies by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Site. Learn more about Cookies and how to manage them by visiting www.AboutCookies.org or www.allaboutcookies.org.

You can also opt out of Cookies set by specific entities by following the instructions found at these links:

- Facebook: https://www.facebook.com/about/ads
- Google: https://adssettings.google.com

Finally, you can learn which entities have currently enabled Cookies for your browser or mobile device and how to opt out of some of those Cookies by accessing the Network Advertising Initiative's website or the Digital Advertising Alliance's website. For more information on mobile specific opt-out choices, visit the Network Advertising Initiative's Mobile Choices website.

Please note these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

5. **Universal Opt-Out Mechanisms**

The Sites recognize the Global Privacy Control ("GPC") signal. If you are using a browser setting or plug-in that sends an opt-out preference signal to each website you visit, we will treat that as a valid request to opt out. To download and use a browser supporting the GPC browser signal, click here: https://globalprivacycontrol.org/orgs. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the Sites do not currently interpret, respond to, or alter its practices when it receives "Do Not Track" signals.

6. **Security**

We maintain commercially reasonable security measures to protect the personal data we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your personal data, we cannot guarantee absolute security.

7. **Data Retention**

We retain your personal data for as long as necessary to fulfill the purposes for which we collect it, such as to provide you with the service you have requested, and for the purpose of satisfying any legal, accounting, contractual, or reporting requirements that apply to us.

8. **Third-Party Links**

The Sites may contain links that will let you leave the Sites and access another website. Linked websites are not under our control. We accept no responsibility or liability for these other websites.

9. **Children's Privacy**

The Sites are not intended for children under 18 years of age. We do not knowingly collect, use, or disclose personal data from individuals under 18.

10. **Your Privacy Rights – United States**

Depending on the state in which you reside, you may have certain privacy rights regarding your personal data. For example, California, Colorado, Connecticut, Delaware, Oregon, Texas, and other states have passed privacy laws. If you are a California resident, please see our "**Notice to California Residents**" section below. For other state residents, your privacy rights may include (if applicable):

- The right to confirm whether we are processing your personal data and to access such personal data and the categories of personal data we are processing or have processed;
- The right to obtain a copy of your personal data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right to obtain a list of specific third parties to which we have disclosed personal data.
- The right to obtain a list of categories of third parties to which we have disclosed your personal data;
- The right to delete personal data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal data for purposes of (1) targeted advertising; (2) the "sale" of your personal data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- If, as a Minnesota resident, your personal data is profiled in furtherance of decisions that produce legal or similarly significant effects concerning you, the rights to question the result of the profiling, to be informed of the reason that the profiling

resulted in the decision, and, if feasible, to be informed of what actions you might have taken to secure a different decision (and the actions that you might take to secure a different decision in the future). If applicable, you also have the right to review the personal data used in the profiling and, if the decision is determined to have been based upon inaccurate personal data, the right to have the data corrected and the profiling decision reevaluated based upon the corrected data;

- If we are required by applicable law to obtain your consent to process sensitive personal data, the right to withdraw your consent; and
- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.

We use Cookies to display advertisements about our products to you on nonaffiliated websites, applications, and online services. This is "targeted advertising" under applicable privacy laws. When we engage in those activities, we "sell" personal data (i.e., share information from cookies) to third-party advertisers and analytics companies as defined by certain privacy laws, but we do not receive monetary gain from this sharing of data. We also do not use personal data for profiling in furtherance of decisions that produce legal or similarly significant effects concerning individuals.

To exercise your rights, please submit a request via email at legal@raftrx.com or physical mail at the address provided in our **"How to Contact Us"** section. If legally required, we will comply with your request upon verification of your identity and, to the extent applicable, the identity of the individual on whose behalf you are making such request. To do so, we will ask you to verify data points based on information we have in our records. If you are submitting an opt-out request on behalf of another individual, please use the same contact methods described above. We will process authorized agent requests in accordance with applicable law. If we refuse to take action regarding your request, you may appeal our decision by replying to the email you received from us in response to your request. If you would like to opt out of targeted advertising, you may alter your cookie preferences by clicking the collapsed icon in the corner of the page.

11. **Notice to California Residents**

The California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020 ("CCPA"), requires that we provide California residents with a privacy policy that

contains a comprehensive description of our online and offline practices regarding the collection, use, disclosure, sale, sharing, and retention of personal information and of the rights of California residents regarding their personal information. This section of the Privacy Policy is intended solely for, and is applicable only as to, California residents. If you are not a California resident, this section does not apply to you and you should not rely on it.

The CCPA defines "personal information" to mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. Personal information does not include publicly available, deidentified or aggregated information or lawfully obtained, truthful information that is a matter of public concern. For purposes of this "**Notice to California Residents**" section we will refer to this information as "Personal Information."

Notice at Collection of Personal Information

We collect Personal Information directly from California residents, and in some cases, from third party sources including, for example, advertising networks, operating systems and platforms, mailing list providers, social networks and advertising and marketing partners.

We currently collect and, in the 12 months prior to the Last Updated Date of this Privacy Policy, have collected the following categories of Personal Information:

- Identifiers (name, mailing address, email address, phone number, online identifier, IP address, account username)
- Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology; customer number, unique pseudonym or username; phone numbers, or other forms of persistent or probabilistic identifiers that can be used to identify a particular consumer or device)
- Internet or other electronic network activity information (browsing history; search history; and information regarding consumer's interaction with website, application or advertisement)
- General geolocation data

- Sensitive Personal Information (Personal Information that reveals a consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.)

In addition to the purposes stated in the "**How We Use Your Personal Data**" section, we currently collect and have collected the above categories of Personal Information for the following business or commercial purposes:

- Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards
- Helping to ensure security and integrity to the extent the use of your Personal Information is reasonably necessary and proportionate for these purposes
- Debugging to identify and repair errors that impair existing intended functionality
- Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of your current interaction with us, provided that your Personal Information is not disclosed to another third party and is not used to build a profile about you or otherwise alter your experience outside the current interaction with us
- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services
- Providing advertising and marketing services, except for cross-context behavioral advertising, to you provided that, for the purpose of advertising and marketing, our service providers and/or contractors shall not combine the Personal Information of opted-out consumers that the service provider or contractor receives from us, or on our behalf with Personal Information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with you
- Undertaking activities to verify or maintain the quality or safety of a service that is owned or otherwise controlled by us, and to improve, upgrade, or enhance the service

- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

Sale, Sharing, and Disclosure of Personal Information

The CCPA defines "sale" as the transfer of Personal Information for monetary or other valuable consideration. Although we do not "sell" Personal Information as that term may be commonly interpreted, we engage in online activities that may constitute a sale or a share of Personal Information under California law. This may include showing you advertisements on other websites.

We do not knowingly collect or sell/share the Personal Information of consumers under 16 years of age. We do not collect or process sensitive Personal Information for the purpose of inferring characteristics about individuals and, consequently, do not use sensitive Personal Information or use it for purposes other than those allowed by the CCPA and its regulations.

Retention of Personal Information

For an explanation of how long we retain Personal Information, please see the "**Data Retention**" section above.

Your Rights

If you are a California resident, you have the following rights with respect to your Personal Information:

- The right to know what Personal Information we have collected about you, including the categories of Personal Information, the categories of sources from which we collected Personal Information, the business or commercial purpose for collecting, selling or sharing Personal Information (if applicable), the categories of third parties to whom we disclose Personal Information (if applicable), and the specific pieces of Personal Information we collected about you;
- The right to delete Personal Information that we collected from you, subject to certain exceptions;

- The right to correct inaccurate Personal Information that we maintain about you;
- If we sell or share Personal Information, the right to opt out of the sale or sharing;
- If we use or disclose sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations, the right to limit our use or disclosure; and
- The right not to receive discriminatory treatment by us for the exercise of privacy rights the CCPA confers.

How to Submit a Request to Know, Delete, and/or Correct

You may submit a request to know, delete, and/or correct via email at legal@raftrx.com or physical mail at the address provided in our **"How to Contact Us"** section.

If you are submitting a request on behalf of a California resident, please submit the request through one of the designated methods discussed above. After submitting the request, we will require additional information to verify your authority to act on behalf of the California resident.

Our Process for Verifying a Request to Know, Delete, and/or Correct

We will comply with your request upon verification of your identity and, to the extent applicable, the identity of the California resident on whose behalf you are making such request. Our verification process may differ depending on whether you maintain a password-protected account with us. If you maintain a password-protected account, we may verify your identity through existing authentication practices available through your account. Prior to disclosing or deleting the Personal Information, we will ask you to re-authenticate yourself with respect to that account. If you do not maintain a password-protected account, or if you are an account-holder but we suspect fraudulent or malicious activity with your account, we will verify your identity either to a "reasonable degree of certainty" or a "reasonably high degree of certainty" depending on the sensitivity of the Personal Information and the risk of harm to you by unauthorized disclosure, deletion, or correction as applicable. To do so, we will ask you to verify data points based on information we have in our records concerning you.

Right to Opt-Out of Sale or Sharing of Personal Information

If you are a California resident, you have the right to direct us to stop selling or sharing your Personal Information. You may submit a "Do not Sell or Share" request here or through the link in the footer of the page. If you have enabled privacy controls on your browser, such as a GPC plugin, we will also treat that as a valid request to opt out. Please see the "**Universal Opt-Out Mechanisms**" section above for more information.

Right to Limit Use and Disclosure of Sensitive Personal Information

California residents have the right to limit our use or disclosure of their sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations. You may submit a request to limit our use or disclosure of your sensitive Personal Information via email at legal@raftrx.com or physical mail at the address provided in our **"How to Contact Us"** section.

Shine the Light Law

If you are a California resident and have an established business relationship with us, you may request that we do not disclose your personal information to third parties for the third parties' own direct marketing purposes, as those terms are defined in California Civil Code § 1798.83. You may submit a "Do not Sell or Share" request here or through the link in the footer of the page.

12. **Accessibility**

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please click here.

13. **How to Contact Us**

To contact us for questions or concerns about our privacy policies or practices, you may reach us through the following methods:

Email:

legal@raftrx.com

Call:

(678) 821-9991

Mail:

XYZ Roofco, LLC

3075 Breckinridge Blvd., Unit 470

Duluth, GA 30096