

TERRELL CONSTRUCTION, LLC

Privacy Policy

Effective Date: July 29, 2026 | www.terrellconstruction.com

Terrell Construction, LLC ("Terrell Construction," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, and the choices you have. It applies to our website, our advertising on Facebook, Instagram, and other Meta platforms, our lead and contact forms, and the follow-up communications we send. By submitting your information to us or interacting with our ads, you agree to the practices described here.

1. Information We Collect

We collect information you provide directly to us and information collected automatically when you interact with our website and ads. This includes:

- **Contact and lead information** you submit through our website contact form or through Facebook/Instagram lead ad forms — such as your name, email address, phone number, and details about your project (for example, whether you are interested in a new custom home, remodel, or other services).
- **Communication records**, including messages, emails, calls, and text messages you exchange with us.
- **Automatically collected data**, such as your IP address, browser type, device information, pages viewed, and actions taken on our website, gathered through cookies and similar tracking technologies (including the Meta Pixel).

2. Meta Pixel and Advertising Technologies

Our website uses the Meta Pixel (also known as the Facebook Pixel), a piece of tracking code provided by Meta Platforms, Inc. The Meta Pixel helps us measure the effectiveness of our advertising, understand the actions visitors take on our website, and deliver more relevant ads to people who have shown interest in our services (including retargeting and building lookalike audiences).

Information collected through the Meta Pixel and similar technologies may be shared with Meta and combined with data Meta already holds about you. This activity is also governed by Meta's own Data Policy, available at <https://www.facebook.com/privacy/policy>. You can manage how your data is used for advertising through your Facebook and Instagram ad preferences and through your browser or device settings.

3. Facebook and Instagram Lead Ads

When you submit a form through one of our Facebook or Instagram lead ads, the information you provide (such as your name, email, and phone number) is collected by Meta and transmitted to us so we can respond to your inquiry. Meta's handling of that information is subject to Meta's Data Policy. Once we receive your information, our use of it is governed by this Privacy Policy.

4. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and provide estimates, quotes, and information about our construction, custom home, remodeling, and related services;
- Contact you by email, phone, and text message (SMS) to follow up on your request and schedule consultations;
- Manage our customer relationships and store your information in our customer relationship management (CRM) system;
- Measure, operate, and improve our website and advertising campaigns;
- Comply with legal obligations and protect our rights.

5. Text Message (SMS) Communications and Consent

By providing your phone number through our website form or a lead ad, you consent to receive calls and text messages from Terrell Construction regarding your inquiry and our services. Message and data rates may apply, and message frequency may vary. Consent to receive marketing texts is not a condition of purchasing any goods or services. You may opt out of text messages at any time by replying STOP to any message, or reply HELP for assistance. We do not sell or share your mobile phone number or SMS consent with third parties for their own marketing purposes.

6. How We Share Your Information

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

- **Service providers** who help us operate our business — including our website host (Wix), our CRM and marketing platform (GoHighLevel), and email/SMS delivery providers — who are permitted to use your information only to provide services to us;
- **Advertising platforms** such as Meta, as described in Sections 2 and 3, for advertising measurement and audience targeting;
- **Legal and safety purposes**, when required by law or to protect our rights, property, or safety, or that of others.

7. Cookies and Your Choices

Our website uses cookies and similar technologies to function properly, analyze traffic, and support advertising. You can control cookies through your browser settings; disabling cookies may affect how the website works. You can also limit ad targeting through your Facebook and Instagram settings and through industry opt-out tools such as the Digital Advertising Alliance (optout.aboutads.info).

8. Data Retention and Security

We retain your personal information for as long as necessary to respond to your inquiry, provide our services, and comply with our legal obligations. We use reasonable administrative, technical, and physical safeguards to protect your information. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Your Rights

Depending on your location, you may have the right to access, correct, or request deletion of the personal information we hold about you, and to opt out of certain uses. To exercise these rights, or to ask us to stop contacting you, please use the contact details below and we will respond in accordance with applicable law.

10. Children's Privacy

Our website and services are intended for adults. We do not knowingly collect personal information from children under 13. If you believe a child has provided us with personal information, please contact us so we can remove it.

11. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the Effective Date above. We encourage you to review this page periodically.

12. Contact Us

If you have questions about this Privacy Policy or how we handle your information, contact us at:

Terrell Construction, LLC

Groveland, Florida

Email: info@terrellconstruction.com

Phone: 352-818-0487

Website: www.terrellconstruction.com

This Privacy Policy is provided for general informational purposes and is not legal advice. Consider having counsel review it for your specific circumstances.