

# Privacy Policy

**Updated: February 4, 2025**

Radix Fire Protection ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you access or use our website, services, and any SMS communications.

By accessing or using our services, you acknowledge that you have read, understood, and agree to this Privacy Policy and our Terms of Service.

**SMS opt-in and phone numbers collected for SMS consent will not be shared with any third party and affiliate company.**

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## 1. Information We Collect

### Automatically Collected Information

When you visit our website, we automatically collect:

- Internet Protocol (IP) address
- Browser and device characteristics
- Operating system and language preferences
- Referring URLs and site interactions
- Cookies and similar tracking technologies

### Information You Provide

We collect personal data you provide, including:

- Name, email address, phone number
- Business or company name
- Payment and billing information
- Communications and inquiries

## SMS Communications & Consent

We collect and use phone numbers for SMS communications only when you explicitly opt-in to receive messages from us. By providing your phone number, you consent to receive SMS messages regarding:

- Service updates

- Appointment reminders
- Promotions or offers (with separate marketing consent)

If you have consented to receive text messages from **Radix Fire Protection**, you may receive text messages related to **appointment reminders, meetings, and follow-ups on cases**. Please be aware that you must tailor the types of messages and their content based on what your company does or offers to customers. Additionally, ensure that standard messaging disclosures are included.

**Example:**

*"Hello [Customer Name], this is Radix Fire Protection. We're reminding you about your upcoming fire protection service appointment on [Date/Time]. To confirm, reply YES. If you need to reschedule, please reply to this message. To opt-out of future messages, reply STOP. For assistance, type HELP. Msg& Data Rates May Apply. "*

- **Message Frequency:** Our SMS message frequency will be from **50 to 1000 text messages daily across all users**. *(This is an estimate and should be adjusted based on actual frequency.)*
- **Potential Fees for SMS Messaging:** Many carriers charge a fee for each message sent or received. This can vary depending on the carrier's pricing structure and whether the message is sent domestically or internationally.

**Opt-In Method**

You may opt-in to receive SMS messages from **Radix Fire Protection** in the following ways:

- Verbally, during a conversation
- By submitting an online form
- By filling out a paper form

**Opt-Out**

Customers can opt out of SMS messaging from **Radix Fire Protection** by replying **STOP** at any time to any received SMS message. Once opted-out, they will receive no further SMS communication. They can opt back in at any time by replying **START**.

**Standard Messaging Disclosures**

- Message and data rates may apply.
- Message frequency may vary.
- You can opt-out at any time by texting 'STOP.'
- For assistance, text 'HELP' or visit our [Privacy Policy URL].

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## **2. How We Use Your Information**

We use collected information to:

- Provide, maintain, and improve our services
- Process transactions and service requests
- Send administrative notifications and updates
- Prevent fraud and ensure security
- Conduct analytics for business improvements

We do **not** sell or share your personal data with third parties for marketing purposes.

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### 3. Data Sharing & Third-Party Services

We may share information with:

- **Service providers** (e.g., payment processors, SMS platforms) to facilitate service delivery
  - **Legal authorities** when required by law
  - **Corporate affiliates** in the event of a merger or business sale
- Any third parties handling your data must comply with this Privacy Policy.
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### 4. Cookies & Tracking Technologies

We use cookies to:

- **Enhance website functionality**
  - **Remember your preferences**
  - **Conduct analytics and track usage patterns**
- You can manage cookie settings through your browser.
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### 5. Your Rights & Choices

Depending on your location, you may have rights to:

- **Access, correct, or delete your personal data**
  - **Opt out of marketing communications**
  - **Request details on data collection and usage**
- For requests, contact us at [helpdesk@radixfire.com](mailto:helpdesk@radixfire.com).
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## 6. California & CCPA Compliance

California residents have rights under the **California Consumer Privacy Act (CCPA)**, including:

- **The right to know** what personal data we collect
- **The right to request deletion** of your data
- **The right to opt out** of data sales (*we do not sell data*)

To exercise these rights, contact us at [helpdesk@radixfire.com](mailto:helpdesk@radixfire.com).

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## 7. Children's Privacy

Our services are **not intended** for children under 13. If we learn that a child's personal data has been collected without parental consent, we will delete it.

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## 8. Changes to This Policy

We may update this **Privacy Policy** to reflect changes in our practices. We will notify users of significant updates.

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## 9. Contact Us

For questions about this **Privacy Policy**, contact us at:

 **Email:** [helpdesk@radixfire.com](mailto:helpdesk@radixfire.com)