

# Privacy Policy

**Effective Date:** October 7, 2025

**Last Updated:** October 7, 2025

## Introduction

Rogue Heating & Air ("we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [rogueheatandair.com](http://rogueheatandair.com), use our services, or communicate with us.

By using our website or services, you agree to the collection and use of information in accordance with this policy.

## Information We Collect

### Personal Information

When you interact with our website or request our services, we may collect the following types of personal information:

- **Contact Information:** Name, email address, phone number, mailing address
- **Service Details:** Information about your HVAC system, property type, service requests, and appointment preferences
- **Payment Information:** Billing address and payment details (processed securely through third-party payment processors)
- **Communication Records:** Records of your communications with us, including emails, phone calls, and text messages
- **Technical Information:** IP address, browser type, device information, and website usage data

### Automatically Collected Information

We may automatically collect certain information when you visit our website, including:

- Browser and device characteristics
- Operating system information
- Referring URLs
- Pages viewed and time spent on pages
- Cookies and similar tracking technologies

# How We Use Your Information

We use the collected information for the following purposes:

- **Service Delivery:** To provide, maintain, and improve our HVAC services
- **Communication:** To respond to your inquiries, schedule appointments, and provide customer support
- **Appointment Reminders:** To send service reminders and follow-up communications
- **Quotes and Estimates:** To prepare and deliver free quotes and estimates for services
- **Payment Processing:** To process payments and manage billing
- **Marketing:** To send promotional materials about our services, special offers, and discounts (only with your consent)
- **Legal Compliance:** To comply with applicable laws, regulations, and legal processes
- **Business Operations:** To analyze website usage, improve our services, and maintain security

# SMS Text Messaging Terms and Conditions

## Consent for SMS Communications

By providing your phone number and checking the SMS opt-in box on our website forms, you expressly consent to receive text messages from Rogue Heating & Air. Your consent to receive SMS messages is completely optional and is not required to purchase our services or use our website.

**Important:** Information obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

## Types of SMS Communications

If you have consented to receive text messages from Rogue Heating & Air, you may receive text messages related to the following:

- **Appointment Confirmations and Reminders:** Notifications about your scheduled HVAC service appointments, including date, time, and technician arrival updates
- **Service Status Updates:** Real-time updates about your service request, repair progress, or installation timeline
- **Emergency Alerts:** Urgent notifications about HVAC system issues, safety concerns, or emergency service availability
- **Quote and Estimate Follow-ups:** Information about your requested quotes, pricing, or proposal details
- **Payment and Billing Reminders:** Notifications about invoices, payment due dates, or completed transactions

- **Promotional Offers:** Special discounts, seasonal maintenance reminders, hero discounts for military/first responders, and senior specials (only if you've opted in to marketing messages)
- **Customer Satisfaction Surveys:** Brief surveys to help us improve our service quality

## Message Frequency

Message frequency varies depending on your service needs and the type of messages you've opted to receive. You may receive between 1-8 messages per month. During active service periods, you may receive additional messages related to your specific appointment or service request.

## Standard Messaging Disclosures

- **Cost:** Message and data rates may apply based on your mobile carrier's plan. Please check with your carrier for details about your messaging plan and any associated costs.
- **Opt-Out:** You can opt out of receiving text messages at any time by texting "STOP" to any message you receive from us. After opting out, you will receive one final confirmation message. You may also opt out by contacting us directly at the phone number or email address listed below.
- **Help:** For assistance with SMS messages, text "HELP" to any message you receive from us, or contact us at (541) XXX-XXXX.
- **Terms and Privacy:** For more information, visit our Privacy Policy at <https://rogueheatandair.com/privacy-policy> and Terms of Service at <https://rogueheatandair.com/terms-of-service>

## Carrier Liability

Neither Rogue Heating & Air nor mobile carriers are liable for delayed or undelivered messages.

## Supported Carriers

Our SMS service is available on major carriers including AT&T, Verizon, T-Mobile, Sprint, and others. Availability may vary by carrier.

## How We Share Your Information

We respect your privacy and do not sell, rent, or share your personal information, including phone numbers and SMS consent information, with third parties for their marketing purposes.

We may share your information only in the following limited circumstances:

- **Service Providers:** With trusted third-party service providers who assist us in operating our business (e.g., payment processors, scheduling software, communication platforms).

These providers are contractually obligated to protect your information and use it only for the purposes we specify.

- **Business Transfers:** If we are involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.
- **Legal Requirements:** When required by law, subpoena, court order, or other legal process, or to protect our rights, property, or safety.
- **With Your Consent:** When you explicitly authorize us to share your information for a specific purpose.

## Data Security

We implement reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

Our security measures include:

- Encrypted data transmission (SSL/TLS)
- Secure storage systems with access controls
- Regular security assessments and updates
- Employee training on data privacy and security
- Limited access to personal information on a need-to-know basis

## Your Privacy Rights and Choices

You have the following rights regarding your personal information:

### Access and Correction

You may request access to the personal information we hold about you and request corrections to any inaccurate information.

### Opt-Out of Marketing Communications

You may opt out of receiving marketing emails by clicking the "unsubscribe" link in any marketing email we send. You may opt out of SMS marketing messages by texting "STOP" as described above. Please note that even if you opt out of marketing communications, we may still send you non-promotional messages related to your service requests or account.

### Do Not Track

Our website does not currently respond to "Do Not Track" signals from web browsers.

## **California Privacy Rights**

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA), including the right to request deletion of your personal information and the right to know what information we collect and how we use it. To exercise these rights, please contact us using the information below.

## **Cookies and Tracking Technologies**

Our website uses cookies and similar tracking technologies to enhance your browsing experience, analyze website traffic, and understand user preferences. You can control cookies through your browser settings, but disabling cookies may limit your ability to use certain features of our website.

## **Third-Party Links**

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of these third parties. We encourage you to review the privacy policies of any third-party sites you visit.

## **Children's Privacy**

Our services are not directed to children under the age of 18. We do not knowingly collect personal information from children under 18. If you believe we have collected information from a child under 18, please contact us immediately.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other operational reasons. We will notify you of any material changes by posting the updated policy on our website with a new "Last Updated" date. Your continued use of our services after any changes constitutes your acceptance of the updated policy.

## **Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

**Rogue Heating & Air**  
Phone: 541-527-0070

Email: [office@rogueheatandair.com](mailto:office@rogueheatandair.com)

Website: <https://rogueheatandair.com>

For SMS-related inquiries, you may also text "HELP" to any message you receive from us.

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## **Consent Acknowledgment**

By using our website, submitting contact forms, or opting in to receive SMS messages, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy and our SMS Terms and Conditions.