

Privacy Policy

Atlanta Hardwoods Effective Date: July, 2026 Last Updated: July 2026

1. Introduction

Atlanta Hardwoods ("Atlanta Hardwoods," "we," "us," or "our") operates (the "Site") and provides hardwood flooring installation, refinishing, repair, and related services (the "Services"). This Privacy Policy explains how we collect, use, disclose, and protect information about you when you visit our Site, contact us, request an estimate, or communicate with us by phone, text message, or email.

By using our Site or submitting information to us, you agree to this Privacy Policy. If you do not agree, please do not use the Site or submit information to us.

2. Information We Collect

2.1 Information You Provide Directly

- **Contact information:** name, mobile phone number, home or landline phone number, email address, service address, and mailing address.
- **Project information:** square footage, type of flooring, condition of existing floors, room count, photos or videos you send us, desired timeline, budget range, and whether you own or rent the property.
- **Communication content:** the contents of forms you submit, text messages, emails, chat messages, voicemails, and recorded or transcribed phone calls (where permitted by law and disclosed to you at the time of the call).
- **Appointment and scheduling details:** dates, times, and access instructions for estimates and installations.
- **Payment information:** we use third-party payment processors. If you pay by card or ACH, that information is submitted to and stored by our processor, not by us. We may retain the last four digits of a card, the cardholder name, and transaction amounts.
- **Reviews, testimonials, and referrals** you choose to submit.

2.2 Information Collected Automatically

When you visit the Site, we and our service providers may automatically collect:

- IP address and general geographic location derived from it (city/region level)
- Browser type, operating system, device type, and screen size
- Referring URL, pages viewed, time on page, scroll depth, clicks, and form interactions
- Advertising click identifiers such as Google Click Identifier (GCLID), Google Ads gbraid/wbraid parameters, Meta click identifier (fbclid), and UTM campaign parameters
- Cookies, pixels, tags, local storage, and similar technologies (see Section 6)

2.3 Information From Third Parties

- **Advertising and analytics platforms:** Google (Google Ads, Google Analytics), Meta (Facebook and Instagram), and similar platforms may provide us with aggregated or hashed information about ad performance and conversions.
- **Lead sources and directories:** if you submit a request through a third-party platform (for example, a lead marketplace, home services directory, Facebook or Instagram lead form, Google Local Services, or a partner contractor), that platform may transmit your contact and project information to us.
- **Public and commercial records:** property characteristics, parcel data, or business contact information, used to prepare accurate estimates.

We do **not** knowingly collect Social Security numbers, driver's license numbers, financial account credentials, precise geolocation, biometric data, health information, or information about children under 13.

3. How We Use Your Information

We use the information we collect to:

1. Respond to your inquiries and provide estimates, quotes, and proposals
 2. Schedule, perform, invoice, and warranty our Services
 3. Send you appointment confirmations, reminders, arrival notifications, and follow-ups
 4. Send you promotional offers, seasonal specials, and other marketing communications, where you have given the required consent
 5. Process payments and maintain financial and tax records
 6. Provide customer support and resolve disputes, complaints, and warranty claims
 7. Measure and improve the performance of our advertising, including attributing leads and sales to specific campaigns, ads, and keywords
 8. Improve our Site, Services, pricing, and customer experience
 9. Detect, prevent, and address fraud, abuse, spam, and security incidents
 10. Comply with legal obligations and enforce our Terms and Conditions
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4. SMS / Text Messaging Program

This Section describes our text messaging practices

4.1 Consent

We send text messages only to individuals who have provided prior express written consent, or, for purely transactional messages relating to a scheduled job, who provided their mobile number for that purpose. Consent is obtained through:

- A checkbox on a Site form that is **not pre-checked** and is separate from any other consent
- A text message you initiate to our business number
- A verbal or written request you make to a member of our team, which we document

Consent to receive marketing text messages is **not a condition of purchase** of any goods or services from Atlanta Hardwoods. You may request an estimate, book a job, and receive Services without agreeing to marketing text messages.

4.2 Types of Messages

- **Transactional / conversational:** replies to your inquiry, estimate details, scheduling and confirmation, technician arrival windows, job status, invoices, and warranty follow-up.
- **Marketing / promotional:** seasonal offers, discounts, refinishing specials, and re-engagement messages.

4.3 Message Frequency, Cost, and Carriers

Message frequency varies based on your interaction with us and is generally up to [4] marketing messages per month, plus transactional messages related to an active or scheduled job.

Message and data rates may apply. Charges are billed by and payable to your mobile service provider. Carriers are not liable for delayed or undelivered messages. Text messaging may not be available on all carriers or devices.

4.4 Opting Out

You can cancel the SMS service at any time by texting **STOP** to our messaging number. After you send STOP, we will send a single confirmation message and will not send you further text messages unless you opt in again. You may also reply CANCEL, END, QUIT, UNSUBSCRIBE, or REVOKE, or ask us by phone or email to remove you.

4.5 Help

For help, text **HELP** to our messaging number, or contact us at or jon@atlantahardwoods.com or 678-848-4024

4.6 No Sale or Sharing of Mobile Opt-In Data

We do not sell, rent, or share mobile phone numbers or SMS consent data with third parties or affiliates for their own marketing purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, excluding aggregators and service providers that help us operate the messaging program (for example, our CRM and messaging platform and the underlying telecommunications carriers). Those providers are contractually restricted from using the data for any purpose other than delivering our messages.

4.7 Messaging Platform

We use HighLevel, Inc. (GoHighLevel) as our customer relationship management and messaging platform, together with its underlying telecommunications providers (including LC Phone / Twilio) to originate and deliver messages. Our messaging campaign is registered with The Campaign Registry under the A2P 10DLC framework as required by U.S. carriers. Information you send by text message is stored in our CRM and is accessible to authorized Atlanta Hardwoods personnel and our marketing service provider.

4.8 Conversational AI

Some initial replies to your inbound message may be generated by an automated assistant. You may reach a human at any time by replying with a request to speak to someone, or by calling 678-848-4024 during business hours.

5. How We Share Information

We share information only as described below. **We do not sell your personal information for money.**

Recipient	Purpose
CRM, messaging, and email providers (HighLevel/GoHighLevel and its subprocessors)	Storing leads, sending SMS and email, scheduling
Telecommunications carriers and aggregators	Transmitting text messages and calls

Advertising platforms (Google, Meta)	Conversion measurement, campaign optimization, and audience matching (see Section 6)
Analytics providers (e.g., Google Analytics, call tracking)	Understanding Site and campaign performance
Payment processors	Processing payments
Subcontractors, installers, and crews	Performing the Services at your property
Suppliers and manufacturers	Ordering material, processing warranty claims
Professional advisors (accountants, attorneys, insurers)	Business administration and legal compliance
Business transferees	In connection with a merger, acquisition, financing, or sale of assets
Government or legal authorities	When required by law, subpoena, or court order, or to protect rights and safety

Except as stated in Section 4.6, we may share non-mobile contact information with the advertising and analytics providers listed above for measurement and audience purposes.

Mobile opt-in and SMS consent data are excluded from all such sharing.

6. Advertising, Cookies, and Tracking Technologies

6.1 Technologies We Use

- **Google Analytics** and **Google Ads conversion tracking** (Google tag / gtag, and where enabled, Enhanced Conversions and Google Consent Mode)
- **Meta Pixel** and **Meta Conversions API** for Facebook and Instagram advertising
- **Session, preference, and functional cookies** used to operate forms, chat, and booking widgets
- **Call tracking numbers** that record the source of inbound calls

6.2 Interest-Based Advertising

We use these technologies to show you ads on Google, YouTube, Facebook, Instagram, and partner networks, including remarketing to people who have visited our Site, and to build lookalike or similar audiences. We may upload hashed email addresses or non-mobile contact

data to these platforms for customer match purposes. We do not upload mobile numbers collected under an SMS consent for advertising purposes.

6.3 Your Advertising Choices

- **Google:** adjust your settings at myadcenter.google.com and opt out of Google Analytics using the [browser add-on](#).
- **Meta:** adjust ad preferences in your Facebook or Instagram account settings.
- **Industry opt-outs:** optout.aboutads.info (DAA) and optout.networkadvertising.org (NAI).
- **Browser controls:** most browsers let you block or delete cookies and send a Global Privacy Control (GPC) signal, which we honor where required.

Blocking cookies may cause parts of the Site to stop working correctly.

6.4 Do Not Track

Our Site does not respond to browser "Do Not Track" signals, as there is no common industry standard for them. We do honor GPC signals where legally required.

7. Data Retention

We retain lead and customer information for as long as needed to provide the Services, honor warranties, and satisfy legal, tax, accounting, and insurance requirements — generally **[7] years** after the last transaction or interaction. SMS consent records and opt-out records are retained for at least **[4] years** to demonstrate compliance. Aggregated and de-identified data may be retained indefinitely.

8. Security

We use commercially reasonable administrative, technical, and physical safeguards, including encryption in transit, access controls, role-based permissions in our CRM, and strong authentication requirements. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Your Privacy Rights

9.1 All Users

You may, at any time:

- Ask us what personal information we hold about you
- Ask us to correct inaccurate information
- Ask us to delete your information, subject to our legal and recordkeeping obligations
- Unsubscribe from email marketing using the link in any marketing email
- Opt out of text messages by replying STOP
- Ask us to stop calling you or add you to our internal do-not-call list

To exercise these rights, contact us at [PRIVACY@DOMAIN.COM] or [BUSINESS PHONE]. We will respond within the timeframe required by applicable law, generally within 45 days. We may need to verify your identity before acting on your request.

9.2 Residents of States With Comprehensive Privacy Laws

If you reside in California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon, Montana, or another state with a comprehensive consumer privacy law, you may have additional rights, including the right to access, correct, delete, and obtain a portable copy of your personal information; the right to opt out of targeted advertising, sale of personal information, and certain profiling; and the right to appeal a denial of your request. We will not discriminate against you for exercising these rights.

California-specific: In the preceding 12 months we have collected the categories of personal information described in Section 2 and disclosed them for the business purposes described in Section 5. Our use of advertising cookies and pixels may constitute "sharing" for cross-context behavioral advertising under the CCPA/CPRA. You may opt out via the controls in Section 6.3, by sending a GPC signal, or by emailing us. We do not sell personal information for monetary consideration and we do not knowingly collect or sell the personal information of consumers under 16. You may designate an authorized agent to submit a request on your behalf.

To appeal a denied request, reply to our decision with "Appeal" and a brief explanation.

10. Children's Privacy

Our Site and Services are directed to adults. We do not knowingly collect personal information from children under 13. If you believe a child has provided us information, contact us at [PRIVACY@DOMAIN.COM] and we will delete it.

11. Third-Party Links

Our Site may link to third-party websites, including manufacturer sites, review platforms, and financing partners. We are not responsible for the privacy practices of those sites. Review their policies before providing information.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top reflects the most recent version. Material changes will be posted on this page and, where required, communicated to you directly. Continued use of the Site after changes are posted constitutes acceptance.

13. Contact Us

Atlanta Hardwoods 345 Rhodes Chase Ct, Alpharetta, GA Phone: 678-848-4024

Email: jon@atlantahardwoods.com Web: <https://atlantahardwoods.com/>