

Hades Construction Inc – Communications Campaign Privacy Policy

Effective Date: 28 May 2025

1. Scope

This Privacy Policy explains how Hades Construction Inc (“Company,” “we,” “us,” or “our”) collects, uses, discloses, and protects personal information obtained through text messages, emails, and phone calls made as part of our communications efforts (“Communications Campaigns”). This includes outreach via:

- Text messaging (SMS/MMS) via Zoom Phone™ or other platforms
- Email communications (e.g., Mailchimp, Outlook, Gmail)
- Phone calls, whether live, pre-recorded, or voicemail drops

These communications may include marketing messages, bid opportunities, project updates, appointment reminders, safety alerts, and service follow-ups.

2. Information We Collect

Category	Examples	Source
Contact Data	Name, phone number, email address, company, role	Provided by you, your employer, or prior contact
Message Content	Text/email body, call transcripts, voicemails, attachments	From interactions initiated by you or us
Call & Message Logs	Timestamps, duration, delivery status, call metadata	Automatically generated by service providers
Device/Network Info	IP address, email client, browser type, mobile data	Automatically via email opens, link clicks, or call connections

We do not intentionally collect sensitive personal data unless you provide it for legitimate business purposes.

3. Legal Basis & Consent

We operate in compliance with:

- The **Telephone Consumer Protection Act (TCPA)** and **CAN-SPAM Act**
- U.S. state privacy laws including **CPRA, CPA, CTDPA, UCPA, VCDPA, TDPSA**, and others

- International laws like the **GDPR** (EU/UK) and **CASL** (Canada), where applicable

We obtain **express consent** for promotional content via text, email, or automated calling. Transactional or service-related communications may be sent under **legitimate interest** or **existing business relationship** exemptions.

4. How We Use Your Information

We use your information to:

1. Communicate about bids, appointments, safety issues, jobsite updates, or company news
 2. Send promotional messages about services, offers, or hiring needs (with opt-in consent)
 3. Coordinate support or respond to questions
 4. Analyze campaign performance (e.g., opens, clicks, engagement)
 5. Fulfill legal obligations and protect against fraud or abuse
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5. Sharing & Disclosure

We may share your information with:

- Technology providers: Zoom, Microsoft, Google, Mailchimp, telecom carriers, CRM platforms
- Third-party vendors operating under strict data use agreements
- Government authorities or regulators, if legally required

 **We do not sell your personal information.**

6. Retention

We retain information based on type and purpose:

- **Transactional data** (e.g., confirmations or safety notices): as required by law or contracts
 - **Marketing data** (e.g., campaign history): deleted or anonymized within **24 months** of your last interaction unless necessary for compliance
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7. Security

We implement strong safeguards, including:

- Encrypted transmission of emails and texts

- Role-based access controls for communications records
- Security training and routine audits for staff

While we work hard to protect your data, no system is entirely secure. Please avoid sending sensitive data unless necessary.

8. Your Rights & Choices

Action	How to Exercise
Opt-out of marketing	Reply STOP to texts, click Unsubscribe in emails, or call/email us
Access / correction / deletion	Request at www.hadesconstruction.com/privacy or call 1-800-555-PRIV
Do Not Call	Inform any Hades Construction Inc representative or submit via our privacy portal

9. State-Specific Disclosures

California (CCPA & CPRA)

Residents of California have specific rights under the **California Consumer Privacy Act (CCPA)** and the **California Privacy Rights Act (CPRA)**:

- **Right to Know** what categories and specific personal data we collect and why
- **Right to Delete** personal data, subject to legal exceptions
- **Right to Correct** inaccurate personal data
- **Right to Opt-Out** of data sales or sharing (we do **not** sell your data)
- **Right to Limit Use** of sensitive personal information
- **Right to Non-Discrimination** when exercising privacy rights

To exercise these rights:

- Visit: www.hadesconstruction.com/privacy
- Call: 1-213-652-2500
- Email: hello@hadesconstruction.com

We verify your identity before fulfilling requests and respond within required timeframes.

Other U.S. States (CO, CT, VA, UT, TX, IA, DE, MN, etc.)

We support user opt-outs from targeted advertising, profiling, and the collection of sensitive data as required by law in these states.

10. Children's Privacy

Our communications are intended for adults in the construction industry. We do not knowingly contact or collect data from children under 16.

11. International Transfers

Your information may be stored or processed in the U.S. or other countries. We use approved transfer mechanisms (e.g., Standard Contractual Clauses) when required.

12. Updates to This Policy

We may revise this policy periodically. Significant changes will be announced via text, email, or posted on our website at least **30 days** in advance.

13. Contact Us

Privacy Officer

Hades Construction Inc
8954 Reseda Blvd #202
Northridge, CA 91324

 1-213-652-2500

 hello@hadesconstruction.com

 www.hadesconstruction.com/privacy

Last reviewed: 28 May 2025