



# Privacy Policy

**Effective Date: Wednesday, August 6, 2025**

Construction Simplified ("we", "our", or "us") is committed to protecting your privacy. This policy outlines how we collect, use, and protect your information when you interact with us, whether online or offline.

## Information We Collect

We may collect two main types of information:

**Personal Information:** Details that identify you, including:

- Name, email, phone number, and address
- Business contact info
- Project-related communication
- Job application details
- Survey feedback or contact form submissions
- IP address or device info

**Non-Personal Information:** This includes technical data such as:

- Browser type, device, operating system
- Website usage patterns
- Data from cookies or analytics tools
- Aggregated or de-identified data

We do **not** knowingly collect Sensitive Personal Information (like social security numbers or health records).

## How We Collect It

We collect information when you:

- Fill out a form on our website
- Contact us by phone, email, or in person
- Subscribe to newsletters or attend events
- Apply for a job
- Use our website (via cookies, analytics, or tracking pixels)



We may also receive information from trusted partners, event co-hosts, or publicly available sources.

## How We Use Your Information

We use the information we collect to:

- Communicate with you about projects or services
- Deliver and manage our services as Owner's Representatives, Construction Managers, or Development Partners
- Respond to inquiries, feedback, or requests
- Improve our website and marketing efforts
- Comply with legal obligations
- Share company updates, event invitations, or newsletters (with your consent)

## Sharing Your Information

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

We may share information with:

- Trusted service providers who support our operations (e.g. IT, web hosting, or marketing)
- Partners involved in projects (e.g. architects, subcontractors, co-hosts), only when necessary
- Government or legal authorities when required by law

We ensure that all partners and vendors uphold confidentiality and data security standards.

## Cookies and Analytics

Our website may use cookies or tracking tools (like Google Analytics or Facebook Pixel) to help us understand how visitors use our site. You can manage your cookie settings through your browser.

## Data Security

We take reasonable steps to protect your information, including:

- Limiting access to staff who need it



- Using secure servers and services
- Regularly reviewing our systems and procedures

However, no system is 100% secure. If you believe your information has been compromised, please contact us immediately.

## **Your Choices**

You can:

- Opt out of marketing emails by clicking "unsubscribe" or contacting us
- Disable cookies in your browser
- Request access, correction, or deletion of your data by emailing us

## **Children's Privacy**

Our services are not intended for individuals under 18. We do not knowingly collect information from minors.

## **Your Rights (U.S. Residents)**

Depending on where you live (e.g. California, Virginia), you may have additional privacy rights, such as:

- Accessing your data
- Requesting correction or deletion
- Opting out of targeted advertising

To exercise these rights, contact us at the email below.

## **Contact Us**

Have questions or concerns? Reach out:

### **Construction Simplified**

625 Fulton Street W, Grand Rapids, MI 49504

[connect@constructionsimplified.com](mailto:connect@constructionsimplified.com)

616-213-3067



## **Policy Updates**

We may update this Privacy Policy occasionally. When we do, we'll update the date at the top and post it on our website. Continued use of our services means you accept the changes.