

VFC Homes Privacy Policy

Last Updated: August 28, 2026

VFC Homes respects your privacy and is committed to handling personal information responsibly. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website, submit an inquiry, communicate with us, or interact with VFC Homes through third-party platforms such as TikTok.

1. Information We Collect

When you submit a form, request information, or otherwise contact VFC Homes, we may collect information you voluntarily provide, including:

- First name
- Last name
- Cell phone number
- Email address
- ZIP code
- Information you voluntarily include in an inquiry, message, or additional-information field

Please avoid submitting sensitive personal information through general inquiry forms unless it is necessary for your request.

We may also collect certain information automatically when you use our website, including information about your device, browser, IP address, website activity, referring pages, and interactions with our website.

2. How We Use Your Information

We may use personal information to:

- Respond to questions and inquiries
- Contact you regarding a potential home-building project
- Provide information about VFC Homes and our services
- Schedule meetings, consultations, or follow-up conversations
- Manage prospective and active customer relationships
- Improve our website, services, and customer experience
- Understand how visitors use our website
- Measure the effectiveness of our marketing and advertising
- Protect our website, business, customers, and users
- Comply with legal and regulatory obligations

3. Marketing Communications

VFC Homes does not currently automatically enroll website or social-media leads in ongoing marketing email or text-message campaigns.

In the future, we may offer newsletters, promotional emails, marketing messages, or similar communications.

Where required by law, we will obtain appropriate consent before sending marketing communications. Marketing messages will also include applicable methods for unsubscribing or opting out.

Choosing not to receive marketing communications will not prevent us from contacting you when necessary to respond to an inquiry, provide requested information, or communicate about an existing or potential project.

4. Customer Relationship Management

VFC Homes uses **Buildertrend** to help manage customer and prospective-customer information.

Information submitted to VFC Homes may be entered into or stored within Buildertrend so that our team can respond to inquiries, manage customer relationships, communicate about potential projects, and manage active construction projects.

Buildertrend processes information according to its own applicable privacy and security practices.

5. Website Analytics, Cookies, and Tracking Technologies

Our website may use cookies, analytics tools, pixels, tags, and similar technologies to understand how visitors interact with the website and to measure or improve our marketing efforts.

These technologies may collect information such as:

- IP address
- Browser and device information
- Pages visited
- Time spent on pages
- Referring websites
- Links or buttons clicked
- General website usage information

Some of these technologies may be provided by third-party analytics or advertising platforms.

Your browser may allow you to block or delete certain cookies. Disabling cookies may affect some website functionality.

6. TikTok and Other Social Media Lead Generation

VFC Homes may use lead-generation features provided by TikTok or other social-media platforms.

If you voluntarily submit information through a TikTok lead form, TikTok LIVE lead-generation feature, Service+, or another social-media tool, VFC Homes may receive the information you choose to provide.

We may use that information to:

- Respond to your inquiry
- Contact you regarding VFC Homes services
- Discuss a potential building project
- Schedule a consultation or follow-up
- Manage the resulting customer relationship

Information obtained through these platforms will be handled in accordance with this Privacy Policy.

TikTok and other third-party platforms may separately collect and process information according to their own privacy policies.

7. How We Share Information

VFC Homes may share personal information with trusted service providers that help us operate our business.

These may include providers that assist with:

- Customer relationship management
- Website hosting and maintenance
- Email and communications
- Analytics
- Advertising and marketing
- Information technology and security
- Business and project management

We may also disclose information when required by law, to respond to lawful requests from government authorities, to protect our legal rights, or to protect the safety and security of VFC Homes, our customers, or others.

We do not disclose personal information to unrelated third parties simply for them to independently market their products or services to you without an appropriate legal basis or consent.

8. Data Retention

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, including responding to inquiries, maintaining business and customer records, managing projects, complying with legal obligations, resolving disputes, and protecting our business.

Retention periods may vary depending on the type of information and our relationship with you.

9. Data Security

VFC Homes uses reasonable administrative, technical, and organizational safeguards intended to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure.

However, no website, electronic transmission, or storage system can be guaranteed to be completely secure.

10. Your Privacy Choices

Depending on applicable law and where you live, you may have certain rights regarding your personal information.

You may contact us to:

- Ask questions about how your information is used
- Request access to certain information we maintain about you
- Request correction of inaccurate information
- Request deletion of information where applicable
- Opt out of eligible marketing communications

To submit a privacy request, contact:

info@vfchomes.com

We may need to verify your identity before completing certain requests.

11. Children's Privacy

VFC Homes' services are not directed toward children, and we do not knowingly use our website or lead-generation tools to solicit personal information from children for home-building services.

If we become aware that personal information has been collected from a child in circumstances where it should not have been collected, we may take steps to delete it.

12. Third-Party Websites and Services

Our website or social-media profiles may contain links to third-party websites, platforms, or services.

VFC Homes is not responsible for the privacy practices of those third parties. We encourage you to review their privacy policies before providing personal information.

13. Changes to This Privacy Policy

We may update this Privacy Policy periodically as our business practices, technologies, services, or legal obligations change.

When we make changes, we will update the **Last Updated** date at the top of this page.

14. Contact Us

If you have questions about this Privacy Policy or VFC Homes' handling of personal information, please contact us at:

VFC Homes

Email: info@vfchomes.com

Website: vfchomes.com