

PRIVACY POLICY

TERMS AND CONDITIONS

Leads Reserve

Effective Date: January 5, 2026

Last Updated: January 5, 2025

1. INTRODUCTION

Welcome to Leads Reserve ("we," "us," "our," or "Company"). We operate the website [leadsreserve.com.com(the "Website") and provide lead generation services connecting homeowners with licensed pressure washing contractors.

and safeguard your information when you visit our Website or use our services. Please read this Privacy Policy carefully.

BY USING OUR WEBSITE OR SERVICES, YOU CONSENT TO THE COLLECTION, USE, AND DISCLOSURE OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.

If you do not agree with the terms of this Privacy Policy, please do not access the Website or use our services.

2. INFORMATION WE COLLECT

2.1 Personal Information You Provide

When you use our Website or services, we may collect the following personal information that you voluntarily provide:

Contact Information:

Full name

Phone number

Email address

Street address

City, state, ZIP code

Service Information:

Type of service requested (driveway, house, deck, etc.)

Property details (square footage, special requirements)

Preferred contact method and timing

Budget or timeline information

Communication Records:

Call recordings when you contact us via phone

Email correspondence

Text message communications

Chat conversations

Payment Information (Contractors Only):

Billing information

Payment method details (processed securely through third-party payment processors)

2.2 Information Automatically Collected

When you visit our Website, we automatically collect certain information about your device and browsing activity:

Device Information:

IP address

Browser type and version

Device type (mobile, desktop, tablet)

Operating system

Screen resolution

Usage Information:

Pages visited

Time spent on pages

Links clicked

Referring website

Date and time of visit

Search queries

Location Information:

Approximate geographic location based on IP address

GPS location (if you grant permission on mobile devices)

2.3 Cookies and Tracking Technologies

We use cookies, web beacons, pixel tags, and similar tracking technologies to collect information about your browsing behavior. See Section 8 for detailed cookie information.

Parties

including:

Information about your service request submitted through Google

Call recordings and transcripts from Google LSA calls

Analytics Providers:

Website usage statistics

Demographic information

Public Sources:

Information to verify contractor licenses and insurance

Business registration information

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

3.1 Primary Service Delivery

To Connect You with Contractors:

Match your service request with qualified contractors

Share your contact information and service details with contractors

Facilitate communication between you and contractors

Track service completion and satisfaction

To Operate Our Business:

Process and fulfill service requests

Manage contractor relationships

Send service-related notifications

Provide customer support

Respond to inquiries and requests

3.2 Improvement and Development

To Enhance Our Services:

Analyze usage patterns and trends

Develop new features and services

Improve user experience

Test and troubleshoot technical issues

Conduct quality assurance

To Personalize Your Experience:

Remember your preferences

Customize content and recommendations

Provide location-specific information

3.3 Marketing and Communications

To Market Our Services:

Send promotional emails and newsletters (with your consent)

Display targeted advertisements

Conduct marketing campaigns

Promote special offers and discounts

You can opt out of marketing communications at any time by:

Clicking "unsubscribe" in any marketing email
Contacting us at [privacy@leadsreserve.com.com / privacy@
Updating your preferences in your account settings

3.4 Legal and Security

To Protect Our Business and Users:

- Prevent fraud and abuse
- Enforce our Terms and Conditions
- Comply with legal obligations
- Respond to legal requests and prevent harm
- Protect rights, property, and safety
- Resolve disputes

3.5 Analytics and Research

To Understand Our Business:

- Conduct data analysis and research
- Generate statistics and insights
- Measure effectiveness of marketing campaigns
- Understand market trends

4. HOW WE SHARE YOUR INFORMATION

4.1 Sharing with Contractors (Primary Purpose)

IMPORTANT: When you submit a service request, we share your information with pressure washing contractors.

Information Shared:

- Full name
- Phone number
- Email address (optional)
- Property address
- Service requested
- Property details
- Preferred contact timing
- Any additional information you provide

How Shared:

We send your information to ONE contractor exclusively (we do not share leads with multiple contractors)

Contractors receive your information via email, SMS, and/or our platform

Contractors may receive call recordings of your initial inquiry

Contractor Use:

Contractors use your information to contact you and provide quotes

Contractors may retain your information in their own systems

Contractors are independent businesses subject to their own privacy practices

information

through our Website.

We share information with third-party service providers who perform services on our behalf:

Technology Providers:

GoHighLevel (GHL): CRM and automation platform

CallRail: Call tracking and recording

Stripe: Payment processing (contractors only)

Google: Analytics, advertising, Local Services Ads

Cloud storage providers: AWS, Google Cloud

Communication Services:

Email service providers

SMS/text message services

Phone system providers

Analytics and Advertising:

Google Analytics

Facebook Pixel

Marketing automation platforms

These service providers have access to your information only to perform specific tasks on our behalf and are obligated to protect your information.

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

We may disclose your information if required to do so by law or in response to:

Legal processes

Government or regulatory requests

Law enforcement investigations

Protection of our rights or property

Prevention of fraud or abuse

4.5 Aggregated and De-Identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you, such as:

Statistical data about our users

Market trends and insights

Industry reports

4.6 With Your Consent

We may share your information for other purposes with your explicit consent.

5. DATA RETENTION

5.1 Retention Periods

We retain your information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

Customer Information:

Service requests: 3-5 years after service completion

Communication records: 2-3 years

Call recordings: 1-2 years (unless needed for disputes)

Contractor Information:

Account information: Duration of relationship + 7 years

Transaction records: 7 years (tax and legal requirements)

Performance data: Duration of relationship + 3 years

Marketing Information:

Until you opt out or request deletion

5.2 Deletion

When we no longer need your information, we will:

Securely delete it from our systems

Anonymize it so it cannot identify you

Retain only what is required by law

You may request deletion of your information at any time (see Section 9).

6. DATA SECURITY

6.1 Security Measures

We implement reasonable administrative, technical, and physical security measures to protect your information, including:

Technical Safeguards:

Encryption of data in transit (SSL/TLS)

Encryption of sensitive data at rest

Secure servers and databases

Regular security updates and patches

Firewall protection

Administrative Safeguards:

Limited access to personal information (need-to-know basis)

Employee training on data protection

Background checks for employees with data access

Confidentiality agreements

Physical Safeguards:

Secure facilities

Access controls

Locked storage for physical records

6.2 Limitations

No security system is impenetrable. While we strive to protect your information, we cannot guarantee absolute security. You provide information at your own risk.

recordings may contain sensitive information. Do not share credit card numbers, social security numbers, or other highly sensitive information during recorded calls.

You are responsible for:

Keeping your account credentials confidential

Using strong passwords

Notifying us immediately of any unauthorized access

Securing your own devices

7. YOUR PRIVACY RIGHTS

Depending on your location, you may have certain rights regarding your personal information:

7.1 Access and Portability

Right to Access: You have the right to request confirmation of whether we process your personal information and to obtain a copy of that information.

personal information in a structured, commonly used, and machine-readable format.

with subject line "Access Request"

7.2 Correction and Update

Right to Correct: You have the right to request correction of inaccurate or incomplete personal information.

How to Exercise:

Update your account information directly

Email us at [privacy@leadsreserve.com.com / privacy@

7.3 Deletion (Right to be Forgotten)

Right to Delete: You have the right to request deletion of your personal information, subject to certain exceptions.

Exceptions: We may retain information when required by law, for legal claims, to complete transactions, or for legitimate business purposes.

How to Exercise: Email [privacy@leadsreserve.com.com / privacy@dfwashleads.com with subject line "Deletion Request"

7.4 Opt-Out and Restriction

Right to Opt-Out: You have the right to opt out of:

Marketing communications (click "unsubscribe" in emails)

Targeted advertising (see Section 8.4)

Sale of personal information (we do not sell personal information)

Right to Restrict: You have the right to request restriction of processing in certain circumstances.

7.5 Object to Processing

Right to Object: You have the right to object to our processing of your personal information for certain purposes, including direct marketing.

7.6 Lodge a Complaint

You have the right to lodge a complaint with a data protection authority in your jurisdiction.

7.7 Response Time

We will respond to your request within:

30 days (general requests)

45 days if we need additional time (we will notify you)

7.8 Verification

To protect your privacy, we may need to verify your identity before fulfilling your request. We may ask for:

Email confirmation

Phone number verification

Account credentials

Government-issued ID (for sensitive requests)

8. COOKIES AND TRACKING

8.1 What Are Cookies?

Cookies are small text files placed on your device by websites you visit. They help websites remember your preferences and improve your experience.

8.2 Types of Cookies We Use

Strictly Necessary Cookies:

Required for website functionality

Enable basic features (navigation, secure areas)

Cannot be disabled

Performance Cookies:

Collect anonymous usage information

Help us understand how visitors use our site

Enable us to improve website performance

Functionality Cookies:

Remember your preferences

Personalize your experience

Enable features like live chat

Targeting/Advertising Cookies:

Track your browsing activity

Deliver relevant advertisements

Measure advertising effectiveness

Analytics Cookies:

Measure website traffic

Understand user behavior

Generate reports and insights

8.3 Third-Party Cookies

We use third-party cookies from:

Google Analytics: Website analytics

Google Ads: Advertising and remarketing

Facebook Pixel: Advertising and conversion tracking

Other advertising networks

8.4 Managing Cookies

Browser Settings:

You can control cookies through your browser settings. Most browsers allow you to:

View and delete cookies

Block all cookies

Block third-party cookies

Receive notifications when cookies are set

Note: Disabling cookies may affect website functionality.

Opt-Out Tools:

Google Analytics Opt-Out: <https://tools.google.com/dlpage/gaoptout>

NAI Opt-Out: <http://www.networkadvertising.org/choices/>

DAA Opt-Out: <http://www.aboutads.info/choices/>

8.5 Do Not Track

Some browsers offer a "Do Not Track" (DNT) signal. Our Website does not currently respond to DNT signals, as there is no industry standard for how to interpret them.

8.6 Mobile Advertising

Mobile App Tracking:

We do not currently have a mobile app

If you access our site via mobile, standard web tracking applies

Mobile Advertising ID:

iOS: Limit Ad Tracking in Settings > Privacy > Advertising

Android: Opt out in Settings > Google > Ads

9. CHILDREN'S PRIVACY

Our services are not intended for children under 18 years of age. 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 at [\[privacy@leadsreserve.com\]](mailto:privacy@leadsreserve.com) / privacy@, and we will delete the information.

If you are under 18: Do not use our Website or services, submit any information to us, or sign up for an account.

10. CALIFORNIA PRIVACY RIGHTS

10.1 CCPA (California Consumer Privacy Act)

If you are a California resident, you have additional rights under the CCPA:

Categories of personal information collected

Sources of personal information

Business purpose for collecting information

Categories of third parties with whom we share information

Right to Delete:

Request deletion of personal information (with exceptions)

Right to Opt-Out of Sale:

We do not sell personal information for monetary value

However, some data sharing may be considered a "sale" under CCPA

You can opt out at any time

Right to Non-Discrimination:

We will not discriminate against you for exercising your CCPA rights

Authorized Agents:

You may designate an authorized agent to make requests on your behalf

How to Exercise Rights:

Email: [\[privacy@leadsreserve.com\]](mailto:privacy@leadsreserve.com) / privacy@

Phone: [(913) XXX-XXXX / (214) XXX-XXXX]

Subject line: "CCPA Request"

10.2 California "Shine the Light" Law

California residents may request information about disclosures of personal information to third parties for direct marketing purposes. We do not share personal information with third parties for their direct marketing purposes without your consent.

Disclosure)

Requests received: [To be updated annually

Requests complied with: [To be updated annually

Median response time: [To be updated annually

11. NEVADA PRIVACY RIGHTS

Nevada residents have the right to opt out of the sale of certain personal information. We do not sell personal information as defined by Nevada law. If you are a Nevada resident and have questions, contact us at [privacy@leadsreserve.com.com / privacy@.

12. EUROPEAN PRIVACY RIGHTS (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you have rights under the General Data Protection Regulation (GDPR):

We process your personal information based on:

Consent: You have provided consent (e.g., marketing communications)

Contract: Processing is necessary to fulfill a contract with you (e.g., service requests)

Legitimate Interests: Processing is necessary for our legitimate business interests (e.g., fraud prevention, improving services)

Legal Obligation: Processing is required by law

12.2 GDPR Rights

Right to access

Right to rectification

Right to erasure ("right to be forgotten")

Right to restriction of processing

Right to data portability

Right to object

Right to withdraw consent

Right not to be subject to automated decision-making

12.3 Data Transfers

We are based in the United States. If you are located outside the U.S., your information will be transferred to, stored, and processed in the U.S.

jurisdiction. We take steps to ensure your information receives adequate protection, including:

Appropriate safeguards

Your explicit consent

12.4 EU Representative

[If you have significant EU customers, you may need to appoint an EU representative

Address: [EU Address

Email: [EU Email

12.5 Supervisory Authority

You have the right to lodge a complaint with your local data protection authority.

13. INTERNATIONAL USERS

Our services are operated from the United States and are intended for

users within the United States, primarily in Kansas and Texas.
If you are accessing our services from outside the United States:
Your information will be transferred to and processed in the U.S.
You consent to such transfer and processing
U.S. privacy laws may differ from those in your country
We will take reasonable steps to protect your information

14. LINKS TO OTHER WEBSITES

Our Website may contain links to third-party websites, including:
Contractor websites
Social media platforms
Partner sites
Advertising networks

We are not responsible for the privacy practices of third-party websites.
We encourage you to read the privacy policies of any website you visit.

15. CHANGES TO THIS PRIVACY POLICY

15.1 Updates

We may update this Privacy Policy from time to time to reflect:
Changes in our practices
Changes in law
New features or services
User feedback

15.2 Notification

We will notify you of material changes by:
Posting the updated Privacy Policy on our Website
Updating the "Last Updated" date
Sending email notification (for significant changes)

15.3 Continued Use

Your continued use of our Website or services after changes are posted
constitutes your acceptance of the updated Privacy Policy.

15.4 Review Regularly

We encourage you to review this Privacy Policy periodically to stay
informed about how we protect your information.

16. CONTACT US

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

Leads Reserve

Email: privacy@leadsreserve.com

Phone: 682-398-0700

Mailing Address:

Leads Reserve

539 W Commerce St #5577

Dallas, Texas 75208

Business Hours: Monday-Friday, 9:00 AM - 5:00 PM CST

Response Time: We will respond to inquiries within 2-3 business days.

17. PRIVACY POLICY SUMMARY

Quick Reference:

What We Collect:

Contact information (name, phone, address)

Service details

Communication records
Device and usage information
How We Use It:
Connect you with contractors
Operate our business
Improve our services
Send marketing (opt-out available)
Comply with law
How We Share It:
With contractors (primary purpose - exclusive leads)
With service providers (GHL, CallRail, Stripe, Google)
For legal compliance
With your consent
Your Rights:
Access your information
Correct inaccurate information
Request deletion
Opt out of marketing
Object to processing
Security:
Encryption (SSL/TLS)
Limited access
Secure servers
Regular security updates
Contact Us:
Email: privacy@leadsreserve.com.com
Phone: 682.398.0700

By using our Website or services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.

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