
Armour Coatings LLC – Website Privacy Policy

Last Updated: March 2026

Introduction

Welcome to the Armour Coatings LLC Privacy Policy. At **Armour Coatings LLC** ("Armour Coatings", "we", "us", or "our"), we are committed to protecting your privacy and ensuring that your personal data—whether collected for a garage floor estimate or a commercial coating project—is handled responsibly. This policy outlines how we collect, use, and protect your information when you use our website

<https://www.google.com/search?q=armourcoatingsllc.com> ("Website") and explains your rights.

1. Who We Are

Armour Coatings LLC is the data controller responsible for your personal data. We specialize in professional concrete coating solutions for residential and commercial properties. If you have questions regarding this policy, please contact us at

hello@https://www.google.com/search?q=armourcoatingsllc.com.

2. What Data We Collect

We may collect and process the following types of personal data:

- **Identity Data:** Name, business name (for commercial leads).
- **Contact Data:** Physical project address, phone number, email address.
- **Project Data:** Square footage of concrete, surface condition, photos of the project area, and service preferences (e.g., Epoxy, Resin Rock).
- **Financial Data:** Payment information (processed securely through third-party providers).
- **Technical & Usage Data:** IP address, browser type, and how you interact with our website content and portfolio.
- **Marketing Data:** Your preferences for receiving project updates or seasonal maintenance reminders.

3. How We Collect Your Data

- **Direct Interaction:** When you fill out our "Request an Estimate" form, book a consultation on our calendar, or email us directly.

- **Automated Technologies:** Through cookies and analytics tools (like Google Analytics) to see which services (e.g., Waterproof Decks vs. Garage Coatings) are most popular.
- **Third-Party Sources:** From our CRM platforms, booking software, or payment processors.

4. How We Use Your Data

We use your data to:

- **Provide Estimates:** Calculate costs and schedule on-site inspections.
- **Execute Projects:** Manage the installation of your coating system and communicate timelines.
- **Customer Support:** Handle warranty inquiries and post-install follow-ups.
- **Marketing:** Send you photos of completed projects or promotional offers (with your consent).
- **Safety:** Ensure we have the correct site details to maintain a safe work environment on your property.

5. Sharing Your Data

We do not sell or rent your personal information. We only share data with:

- **Service Providers:** IT hosting, CRM tools, and calendar/booking software.
- **Payment Processors:** To securely handle deposits and final project payments.
- **Professional Advisors:** Including accountants or legal counsel if necessary.

6. Data Security

We take technical and organizational measures to secure your data. This includes restricted access to your project files and secure handling of any site photos or addresses you provide. Only authorized personnel involved in your coating project can access your specific information.

7. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any **warranty, legal, or accounting requirements**. Because our coatings are built for longevity, we may keep project records to honor long-term warranties.

8. Your Privacy Rights

You have the right to:

- Request access to the data we hold about you.
- Request correction or deletion of your personal data.

- Opt-out of marketing communications at any time.

To exercise these rights, please contact us at
hello@<https://www.google.com/search?q=armourcoatingsllc.com>.

9. Third-Party Links

Our Website may include links to third-party sites (like our social media portfolios). We are not responsible for their privacy policies and recommend you review them before submitting data to those platforms.

10. Cookies

We use cookies to improve your experience on our site and to understand which concrete solutions interest our visitors most. You can manage your cookie settings through your browser.

11. Changes to This Policy

We review this policy regularly to reflect changes in our services or privacy laws. Changes will be posted here with a revised "Last Updated" date.

Contact Us

For questions regarding this Privacy Policy or your data, please contact: 
hello@armourcoatingsllc.com

 **<https://armourcoatingsllc.com>**