

Privacy

The Roofing Factory

Last updated: September 26, 2025

Scope of Application: This Privacy Policy applies to data collected through our Meta (Facebook and Instagram) ads, lead generation forms (Lead Ads), and contact forms on our website that are linked from those ads.

1. Information We Collect

We may request and store the following personal information:

Full name

Email address

Phone number

Property address for inspection/estimate

2. Purpose of Processing

We use the information exclusively to:

Contact you regarding inspections, maintenance, or roofing services.

Prepare and send personalized estimates.

Share information about services, warranties, and financing options.

3. Legal Basis

We process your data based on your consent, the execution of pre-contractual measures, and our legitimate interest in providing information about our services, with the option to object.

4. Sources of Data Collection

Data is collected directly from you through Meta Lead Ads forms and/or our website.

5. Data Retention Period

We will retain your data for the duration of your request management and for applicable legal periods. Minimal records may be kept for compliance purposes.

6. Data Sharing

We do not sell your information.

We may share it with service providers (e.g., partner financing companies) only when necessary and with your authorization.

7. International Data Transfers

Some tools (including Meta) may involve international data transfers. We adopt appropriate protective measures.

8. Data Subject Rights

You may request access, rectification, deletion, objection, restriction, and portability of your data, and withdraw your consent at any time.

California residents: you may exercise your rights under the CCPA/CPRA, where applicable.

9. Security

We implement technical and organizational measures to protect your information. Access is limited to authorized personnel at The Roofing Factory.

10. Minors

Our services are not directed at individuals under 18 years of age. We do not intentionally collect data from minors without authorization.

11. Cookies y tecnologías similares

Our website may use cookies or tracking pixels. Please review our Cookie Policy for more details (if applicable).

12. Third-Party Links

Links to third-party sites are subject to their own privacy policies. We encourage you to review them.

13. SMS Terms

By opting to receive SMS through a web form or other means, you agree to receive SMS messages from The Roofing Factory. This includes customer service-related messages. Message frequency may vary. Message and data rates may apply according to your carrier.

14. Changes to This Policy

We may update this Policy and will publish the most recent update date.

15. Contact

 info@theroofingfactoryfl.com

 Central Florida

If you have questions about this Policy or about how we process your data, contact us at info@theroofingfactoryfl.com