

PRIVACY POLICY FOR RUTHLESS AUTO DETAILING

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Effective Date: January 1, 2025

1. Introduction Ruthless Auto Detailing ("we," "us," or "our") is committed to protecting the privacy of its customers ("you" or "your"). This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you use our services or interact with our website (www.ruthlessdetails.com). Our services primarily cover St. George, Utah, and most of Southern Utah.

2. Information We Collect We may collect the following types of personal information:

- **Contact Information:** Name, home or service location address, email address, phone number.
- **Vehicle Information:** Make, model, and year of your vehicle. We do not typically collect license plate numbers or VINs unless specifically required for a service and with your consent.
- **Payment Information:** Payment details are processed by our CRM, "The HUB," through its integrated payment processor, Stripe. We do not directly store your full credit card numbers.
- **Service Information:** Notes about your service requests, vehicle condition, and how you heard about us.
- **Media:** Before and after photos/videos of your vehicle related to the services performed.
- **Website Usage Data:** When you visit www.ruthlessdetails.com, we may collect information about your visit, such as pages viewed and forms filled. This is done using cookies and similar technologies (see Section 7). Our website platform or "The HUB" may provide these analytics; we do not currently use Google Analytics.

3. How We Collect Information We collect information:

- **Directly from you:** When you provide it to us via our website contact form, phone calls, text messages (SMS), emails, social media messages (e.g., Facebook, Instagram), or in-person during service.
- **Automatically:** Through cookies and tracking technologies when you use our website.

4. How We Use Your Information We use your information for the following purposes:

- To schedule, confirm, and provide our auto detailing services.
- To communicate with you about your appointments, services, and any inquiries.
- To process payments for services rendered.
- For customer support.
- For marketing communications (e.g., emails about promotions or new services), only if you have opted in to receive such communications. You can opt-out at any time (see Section 8).
- To improve our services and website functionality.

- To comply with legal obligations.

5. How We Store and Protect Your Information Your personal information is primarily stored in our online Customer Relationship Management (CRM) system, "The HUB."

- Access to "The HUB" is password-protected. We rely on the security measures implemented by "The HUB" to protect your data.
- Photos or videos taken for service documentation are stored within "The HUB." Occasionally, photos taken with a mobile phone might be temporarily stored on secure personal cloud services (e.g., iCloud, Google Photos) before being transferred to "The HUB" or used for direct communication with you regarding your service.
- We retain your personal information indefinitely for our business records and to provide ongoing service, unless you request its deletion in accordance with your rights (see Section 8).

6. Sharing Your Information We do not sell your personal information. We may share your information with third parties only in the following circumstances:

- **Service Providers:**
 - "The HUB" (CRM): For customer management, scheduling, email marketing, accounting, and payment processing.
 - Stripe: For processing payments, as integrated through "The HUB."
- **Legal Requirements:** If required by law, such as to comply with a subpoena, or similar legal process, or to protect our rights, property, or safety, or that of our customers or others.
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7. Cookies and Tracking Technologies Our website, www.ruthlessdetails.com, uses cookies (small text files placed on your device) and similar technologies.

- **Types of Cookies:** We use essential cookies (necessary for the website to function) and analytics cookies (to understand how visitors use our site, such as pages visited and forms completed).
- **Consent:** Our website features a cookie consent banner that allows you to manage your cookie preferences.
- You can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

8. Your Rights and Choices You have certain rights regarding your personal information:

- **Access:** You can request copies of the personal information we hold about you.
- **Correction:** You can request that we correct any inaccurate or incomplete information.
- **Deletion:** You can request that we delete your personal information from our CRM, subject to certain legal or operational retention needs.
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- **Opt-Out of Marketing Communications:**

- Email: You can unsubscribe from our marketing emails by clicking the "unsubscribe" link typically found in the footer of the email.
- SMS: You can opt-out of SMS communications by replying "STOP" to any message.

To exercise these rights, please contact us at ruthlessautodetailing@myyahoo.com or 714-351-5555.

9. Children's Privacy Our services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we will take steps to delete such information.

10. Changes to This Privacy Policy We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new Privacy Policy on our website and/or by contacting you via email. The effective date at the top of this policy will indicate the latest revision.

11. Contact Us If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

Ruthless Auto Detailing

Email: ruthlessautodetailing@myyahoo.com

Phone: 714-351-5555