

Privacy Policy

Last Updated: [June 20th, 2025](#)

Moore (“**Company**,” “**we**,” “**our**,” or “**us**”) values your privacy. This Privacy Policy (“**Policy**”) describes how the Company collects, uses, discloses, and otherwise processes personal information described in this Policy, as well as the rights and choices individuals have regarding such personal information.

For additional information about the privacy choices you have regarding your personal information, please review [Section 6. Your Privacy Choices](#), as well as [Section 12. Additional Privacy Information for Certain U.S. Residents](#), which includes additional information about privacy rights for residents of certain U.S. states. If you are a resident of California, please refer to [Section 12.B Additional Privacy Information for California Residents](#) for information about the categories of personal information we may collect and your rights under California privacy laws.

By using our Services (as defined below), you agree that your personal information will be handled as described in this Policy. Your use of our Services and any dispute over privacy, is subject to this Policy and our Terms and Conditions, available at <https://moorehomeservices.com/terms-and-conditions/>, including their applicable terms governing limitations on damages and the resolution of disputes.

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1. Scope

Except as otherwise described below, this Policy applies to our online and offline personal information processing activities including, but not limited to: visitors of our websites where this Policy is posted, including <https://moorehomeservices.com/> (“**Websites**”); individuals who register for or participate in our events, surveys, or research conducted by us; individuals who sign up or subscribe to receive news, information, and marketing communications and other materials from us; current, former, and prospective business partners and service providers; and individuals who communicate or otherwise interact or engage with us or the services available through our Websites or other online services (collectively referred to as the “**Services**”).

Additional Notices. Depending on how you interact or engage with us, we may provide you with additional or supplemental privacy notices with additional details about our privacy practices. These additional notices will control to the extent there is a conflict with this Policy, with respect to your personal information that is subject to that additional notice. For example, this Policy does not apply to the personal information we collect and process about job applicants and candidates for employment with us, or to employees or contractors in the context of our working relationship with them.

2. Personal Information Collected

We collect personal information directly from you, from third-party sources, and automatically through your use of the Services. To the extent permitted by applicable law, we may combine the personal information we collect from publicly available or third-party sources. The personal information we may collect varies depending upon your use of our Services and our interactions with you.

Personal Information Collected Directly. We may collect the following personal information directly from you:

- **Contact Information.** When you contact us, including if you send us a message or sign up to learn more about our Services, we may collect your name, email address, phone number, or other similar identifiers, as well as your message, the nature of your inquiry, and any other information you so choose to provide.
- **Purchases and Payments.** If you make a purchase or payment, we may collect information such as payment type, payment card details, billing information, shipping address, purchasing information, such as details of products or services purchased, and any other financial or commercial-related information necessary for facilitating our Services.
- **Communications and Interactions.** When you email, call, or otherwise communicate or interact with us, including if you sign up for our mailing lists, complete forms on our Websites, interact with our social media pages, post a review or testimonial, submit content to the Services, or otherwise engage with us or our sponsored content, we may collect and maintain records of your contact details and other similar identifiers, communications and interactions, your submissions, and our responses, if applicable. We may also collect any information you submit through our online chat functions and/or virtual assistants we make available through the Services.
- **Promotional Information.** If you agree to receive marketing communications from us, we may collect your contact details, preferences, and if relevant, information about the Services and features you use.
- **Responses and Feedback.** If you participate in surveys, questionnaires, or research activities or initiatives conducted by us, such as for market research, user satisfaction, or other similar purposes, we may collect your responses and feedback, and any other information you choose to provide.
- **Events and Registration Details.** We also may collect personal information related to your registration for and participation in our events, as well as requests you submit to us related to such events and our Services. For example, if you register for or attend an event that we host or sponsor, we may collect information related to your registration for and participation in such event.

- **Preferences and Other Requests.** We also may collect information about your preferences, including communications preferences, preferences related to your use of our Services, and any other preferences or requests you provide when interacting with us.
- **Business Development Information.** To assess and pursue potential business opportunities, we may collect and receive personal information about current, former, and prospective business partners, and vendors and service providers, including contact details such as name, email, phone number, and other similar identifiers, as well as company name and other professional-related information, the services you offer, and any other information you so choose to provide.

Personal Information Collected from Third Parties. We may collect and receive personal information from third party sources, such as business partners, data analytics and marketing providers, operating systems, social media platforms, public databases, customers and other users, and service providers or other third parties who provide services or perform functions on our behalf. For example, we may collect your name, contact details, and other similar identifiers from business partners and service providers for purposes of facilitating and providing our Services. In addition, we may collect or receive the following information from third-party sources:

- **Social Media Information.** While using our Services, you may enable or interact with certain social media sharing features. If you interact with or enable such features, we may collect or receive personal information from any social media platform you connect to or interact with our Services. For example, we may collect information related to your account and profile, your public postings, and other similar information available on your social media profile. You should check your privacy settings on each social media platform that you connect to our Services to better understand how your personal information may be used, disclosed, or otherwise processed by these platforms.
- **Lead and Prospect Information.** We may receive lead and prospect information from third parties about prospective customers that may be interested in our Services. We may also engage with third parties to enhance or update our customer information. For example, we may receive certain personal information about you from data analytics and marketing providers for marketing and advertising purposes, and for purposes of reaching new customers.

Personal Information Collected Automatically. We may automatically collect or derive personal information about you related to your use of our Services, including through the use of cookies, pixel tags, and other similar technologies. The personal information we may automatically collect includes:

- **Device and Browsing Information.** When you use our Services, we may collect browser type, domain name, page views, access times, date/time stamps, operating system, language, device type, unique ID, Internet service provider, referring and exiting URLs, clickstream data, and other similar devices and browsing information.
- **Activities and Usage.** We also may collect activity information related to your use of the Services, such as information about the links clicked, searches, features used, items viewed, time spent within the Services, your interactions with us within the Services, and other similar activities and usage information.
- **Location Information.** We also may collect or derive general location information about you, such as through your IP address. Additionally, with your permission, we may collect

geolocation information from your device. You may turn off location data sharing through your device settings.

For more information about our use of cookies and other similar technologies, please see [Section 5. Cookies and Other Tracking Mechanisms](#).

3. Purposes for Collecting and Processing Personal Information

Generally, we may collect, use, disclose and otherwise process the personal information we collect for the following purposes:

- **Services and Support.** To provide and operate our Services, communicate with you about your use of the Services, provide troubleshooting and technical support, and for similar support purposes, and to otherwise run our day-to-day operations.
- **Analytics and Improvement.** To better understand how users access and use the Services, and for other research and analytical purposes, such as to evaluate and improve the Websites, our Services, and business operations, including to develop our Services and its features, and for internal quality control and training purposes.
- **Communication.** To respond to your questions and inquiries, fulfill your requests, send you requested materials and newsletters, as well as information and materials regarding our Services and our offerings. We may also use this information to send administrative information to you, for example, information regarding the Services and changes to our terms, conditions, and policies.
- **Customization and Personalization.** To tailor content we may send or display on the Services, including to offer location customization and to otherwise personalize your experiences and offerings.
- **Marketing and Advertising.** For marketing, advertising, and promotional purposes. For example, to send you promotional information about our Services, including information about sales, discounts, and new offerings, as well any other information that you sign up to receive.
- **Research and Surveys.** To administer surveys and questionnaires, such as for market research or user satisfaction purposes.
- **Insight Development and Data Enhancement.** We may combine personal information collected through the Services with other information that we or third parties collect about you in other contexts.
- **Planning and Managing Events.** For event planning and other management-related purposes, such as event registration and attendance, connecting you with other event attendees, and contacting you about relevant events and Services.
- **Security and Protection of Rights.** To protect the Services and our business operations, our rights and those of our stakeholders and investors, to prevent and detect fraud, unauthorized activities and access, and other misuse of our Websites and Services, including where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety or legal rights of any person or third party, or violations of our Terms and Conditions.
- **Compliance and Legal Process.** To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding, to respond to a subpoena, warrant, court order, or other legal process, or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.

- **Auditing, Reporting, and Other Internal Operations.** To conduct financial, tax and accounting audits, audits and assessments of our operations, including our privacy, security and financial controls, as well as for risk and compliance purposes. We may also use personal information to maintain appropriate business records and enforce our policies and procedures.
- **General Business and Operational Support.** To assess and implement mergers, acquisitions, reorganizations, bankruptcies, and other business transactions such as financings, and to administer our business, accounting, auditing, compliance, recordkeeping, and legal functions.

Privacy Policy Disclaimer

We do not sell your personal information or any data to third parties for marketing or advertising purposes. However, we may disclose certain information to third-party service providers to provide, maintain, and improve our services.

These providers may access your information solely to perform services on our behalf or assist in executing services you have requested. Service providers may include financial processing companies, information-hosting applications and services, review and feedback-related service providers, and communications service providers. Under the California Consumer Privacy Act (CCPA), the Colorado Privacy Act (CDPA), and the Texas Data Privacy and Security Act (TDPSA), you have the right to opt out of these practices.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Additionally, all the above categories exclude text messaging originator opt-in data and consent; such information will not be shared with any third parties.

4. Disclosures of Personal Information

We may disclose the personal information we collect for the purposes described above with the following recipients and in the following circumstances:

- **Vendors and Services Providers.** We may disclose the personal information we collect to vendors and service providers who perform functions on our behalf, such as IT and website hosting providers, payment processors, product and order fulfillment facilitators, marketing and marketing research providers, customer support, data storage, data analytics providers, auditors, consultants, and legal counsel.
- **Affiliates and Subsidiaries.** We may disclose the personal information we collect to our brands, corporate affiliates and subsidiaries.
- **Business Partners.** In some circumstances, we may partner with other businesses to offer our Services, including to facilitate certain programs or offerings, and we may disclose personal information to those business partners.
- **Other Users.** We may disclose personal information to other users of the Services to support specific features, or when you request that we do so (implicitly or explicitly). For example, if you use features that allow you to post publicly on the Services, your personal information may be available to, and searchable by, others.
- **Third Party Marketing and Analytics Providers.** We may also disclose your personal information, such as device and browsing, and activities and usage information, and

other similar information, to customer engagement, third party marketing and data analytics providers, and other companies who provide marketing, advertising, campaign management, or analytics services on our behalf.

- **In Support of Business Transfers.** If we or our affiliates are or may be acquired by, merged with, or invested in by another company, or if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may disclose or transfer the personal information we have collected from you with or to the other company in accordance with applicable laws. We may also disclose certain personal information as necessary prior to the completion of such a transaction or other corporate transaction such as a financing or restructuring, to lenders, auditors, and third-party advisors, including attorneys and consultants.
- **Compliance and Legal Obligations.** We may also disclose personal information to third parties to the extent required by applicable law and legal obligations. For example, we may disclose information in response to subpoenas, court orders, and other lawful requests by regulators, government entities, and law enforcement, including responding to national security or law enforcement disclosure requirements, or as otherwise required by law or legal process. In addition, we may disclose the names of sweepstakes and contests winners in accordance with applicable law.
- **Security and Protection of Rights.** Where we believe doing so is necessary to protect the Services, our rights and property, or the rights, property, and safety of others. For example, we may disclose personal information to (i) prevent, detect, investigate, and respond to fraud, unauthorized activities and access, illegal activities, and misuse of the Services, (ii) situations involving potential threats to the health, safety, or legal rights of any person or third party, or (iii) enforce, detect, investigate, and take action in response to violations of our Terms and Conditions. We may also disclose personal information related to litigation and other legal claims or proceedings in which we are involved, as well as for our internal accounting, auditing, compliance, recordkeeping, and legal functions.
- **Aggregate and/or Deidentified Data.** Notwithstanding anything else described in this Policy, we may use and disclose aggregate, deidentified, and other non-identifiable data related to our business and the Services with third parties for quality control, analytics, research, development, and other purposes. Where we use, disclose or process deidentified data, we will maintain and use the information in deidentified form and not to attempt to reidentify the information, except in order to determine whether our deidentification processes are reasonable and adequate pursuant to applicable privacy laws.
- **Other Disclosures.** We may disclose personal information in other ways not described above that we notify you of or that we obtain your consent for, or that are otherwise authorized or required by law.

5. Cookies and Other Tracking Mechanisms

We and our third-party providers and service providers use cookies, pixels, local storage objects, log files, and other mechanisms to automatically collect browsing, activity, device, and similar information within our Services. We use this information to, for example, analyze and understand how users access, use, and interact with our Services, to identify and resolve bugs and errors in our Services, to assess secure, protect, optimize and improve the performance of our Services, as well as for marketing and analytics purposes, and to personalize content in our Services. To manage your preferences regarding cookies, targeted advertising, and other

similar tracking mechanisms within our Services, please see [Section 6. Your Privacy Choices](#) below.

Cookies. Cookies are alphanumeric identifiers we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services, while others are used to support the security and performance of the Services or allow us to track activity and usage data within the Services.

Pixel Tags. Pixel tags (sometimes called web beacons or clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies. While cookies are stored locally on your device, pixel tags are embedded invisibly within web pages and online content. We may use these, in connection with our Services to, among other things, track the activities of users, and help us manage content and compile usage statistics. We may also use these in our emails to let us know when they have been opened or forwarded, so we can track response rates and gauge the effectiveness of our communications.

Local Storage Objects. Local storage is a web storage mechanism that allows us to store data on a browser that persists even after the browser window is closed. Local storage may be used by our web servers to cache certain information in order enable faster loading of pages and content when you return to our websites. You can clear data stored in local storage through your browser. Please consult your browser help menu for more information.

Third-Party Analytics and Tools. We use third party tools, such as Google Analytics, which are operated by third party companies. These third-party analytics companies may use cookies, pixels, and other similar tools to collect usage data about our Services in order to provide us with reports and metrics that help us evaluate usage of our Services and improve performance and user experiences. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/partners/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Cross-Device Tracking. We and our third-party providers may use the information we collect about you within our Services and on other third-party sites and services to help us and these third parties to identify other devices that you use (e.g., a mobile phone, tablet, other computer, etc.).

Third-Party Advertising. We work with third parties, such as ad networks, analytics, marketing partners, and others ("**third-party ad companies**") to personalize content and display advertising within our Services, as well as to manage our advertising on third-party sites. We and these third-party ad companies may use cookies, pixels tags, and other tools to collect browsing and activity information within our Services (as well as on third-party sites and services), as well as IP address, unique ID, cookie and advertising IDs, and other online identifiers. We and these third-party ad companies may use this information to provide you with more relevant ads and content within our Services and on third-party sites, and to evaluate the success of such ads and content.

Custom Lists and Matching. We may share or make available certain customer list information (such as your name, email address and other contact information) with third parties (i) so that we can better target ads and content to you across third party sites, platforms and services, and (ii) in some cases, these third parties may help us to enhance our customer lists with additional

demographic or other information, so we can better target our advertising and marketing campaigns.

6. Your Privacy Choices

We make available several ways that you can manage your preferences and privacy choices related to your personal information. Some of these choices are browser and device specific, which means that you may need to set the preference for each browser and device you use to access our Services. In addition, if you delete or block cookies, you may need to reapply these preferences to each browser and/or device used to access our Services. The preferences and privacy choices we make available include:

- **Marketing and Other Communications.** We may send periodic promotional emails, text messages, or other similar communications to you, in accordance with applicable law. You may opt-out of these communications by following the instructions provided to you in the communication. If you opt-out of receiving promotional content from us, we may still send you communications about your account or any services you have requested or received from us.

Moore's SMS/MMS Program

- **Program Description:** When opted-in, you will receive text messages (SMS/MMS) to your mobile number. These kinds of messages may include responses to a quote, estimate, or service inquiry, real-time texts to ask and answer questions about our services and pricing, appointment scheduling and confirmations, feedback requests, project updates, and follow up.
- **Frequency:** Message frequency may vary.
- **Costs:** Message and data rates may apply for any messages sent to you from us and to us from you. If you have any questions about your text plan or data plan, please contact your wireless provider.
- **Help:** If you are experiencing any issues, you can reply with the keyword "HELP". Or, you can get help directly from us at <https://moorehomeservices.com/contact-us/>
- **Opt-out:** You can opt-out of this service at any time. Just text "STOP" to the phone number. After you text "STOP" to us, we will send you an SMS reply to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time or text "START", and we will start sending SMS messages to you again.
- **Cookie Settings.** To prevent cookies from tracking your activity on our Websites or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set; you can also delete cookies. The "Help" portion of the toolbar on most browsers will tell you how to prevent your device from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies. Visitors to our Websites who disable cookies will be able to browse the Websites, but some features may not function.

- **Browser Signals/Do Not Track.** Our Websites currently do not respond to “Do Not Track” signals. However, our Websites may respond to other opt-out preference signals as may be required by applicable law.
- **Industry Ad Choice Programs.** You can also control how participating third-party ad companies use the information that they collect about your visits to our Websites and those of third parties, in order to display more relevant targeted advertising to you. If you are in the U.S., you can obtain more information and opt out of receiving targeted ads from participating third-party ad networks at aboutads.info/choices (Digital Advertising Alliance). Opting out of participating third party ad networks does not opt you out of being served advertising. You may continue to receive generic or "contextual" ads on our Websites. You may also continue to receive targeted ads on other websites, from companies that do not participate in the above programs.

7. External Links and Features

Our Services may contain links to third-party websites or features or provide certain third-party connections or integrated services. Any access to and use of such linked websites, features, or third-party services is not governed by this Policy, but instead is governed by the privacy policies of those third parties. We are not responsible for the information practices of such third parties, including their collection, use, and disclosure of your personal information. You should review the privacy policies and terms for any third parties before proceeding to those websites or using those third-party features or services.

8. Children’s Privacy

Our Services are not designed for children, and we do not knowingly collect personal information from children under the age of thirteen (13). If we learn that personal information has been collected on the Services from persons under the age of 13, then we will take the appropriate steps to delete this information. If you are a parent or legal guardian and you believe we have collected your child’s information in violation of applicable law, please contact us using the contact information in [Section 12. Contact Us](#) below.

9. Security

We have implemented safeguards aimed to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee security.

10. Changes to this Policy

This Policy is current as of the effective date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any updates to this Policy on this page. If we make material changes to how we collect, use, or disclose the personal information we have previously collected about you, we will endeavor to provide you prior notice, such as by posting prominent notice on our Websites.

11. Contact Us

If you have any questions or concerns regarding this Policy or our privacy practices, you may contact us by:

- Emailing us at Privacypolicy@moorehvac.com
- Calling us at (855) 480 – 0684
- Mailing us at 400 Tesconi Cir, Santa Rosa, CA 95401

12. Additional Privacy Information for Certain U.S. Residents

Residents of certain U.S. states have additional rights under applicable privacy laws, as described in this section. If you are a resident of California, please refer to [Section 12.B. Additional Privacy Information for California Residents](#) for information about your rights under California privacy laws.

A. United States

This section provides additional information and disclosures under applicable state privacy laws for residents of certain U.S. states, including Texas. If you are a Texas resident, you may have additional rights under applicable privacy laws, subject to certain limitations, which may include:

- **Right to Access.** To confirm whether we are processing your personal information and to access your personal information.
- **Right of Portability.** To obtain a copy of the personal information that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your personal information to another controller or business.
- **Right to Delete.** To delete certain personal information provided to or obtained by us.
- **Right to Correction.** To correct inaccuracies in your personal information, taking into account the nature and purposes of the processing of the personal information.
- **Opt-Out.** To opt out of certain types of processing, including: the “sale” of your personal information; targeted advertising by us; and any processing of personal information for purposes of making decisions that produce legal or similarly significant effects. Please note, we do not process personal information for purposes of profiling.

Collection, Use, and Disclosure of Personal Information. For more information about the categories of personal information we may collect, use, disclose, and otherwise process, please refer to [Section 2. Personal Information Collected](#), [Section 3. Purposes of Collecting and Processing Personal Information](#), and [Section 4. Disclosures of Personal Information](#). While we do not disclose personal information to third parties in exchange for monetary compensation, we may “sell” or process the following categories of personal information for “targeted advertising” (as those terms are defined by applicable state privacy law): identifiers, such as unique personal identifiers, online identifiers, IP address, or other similar identifiers; and Internet and network activity information, such as device and browsing information and activity and usage data. We may disclose these categories of information to third-party advertising networks, analytics providers, and social networks for purposes of marketing and advertising and to improve and measure our ad campaigns.

Exercising Your Privacy Rights. To opt out of sales and targeted advertising by us, you can adjust your cookies settings here, or download an opt-out preference signal, such as the “global privacy control” (or “GPC” signal). Please see [Section 6. Your Privacy Choices](#), for additional information about the privacy choices we provide and how to exercise them.

We will respond to your request as required under applicable privacy law(s). When you submit a request, we will take steps to verify your identity and request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information in order to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request. If your request is denied, we will explain the basis for the denial. If we deny your request, you will be able to appeal our decision according to the instructions we provide in our response.

B. Additional Privacy Information for California Residents

This section of the Policy provides additional information for California residents and describes our information practices pursuant to applicable California privacy laws, including the California Consumer Privacy Act (the “CCPA”). This section applies to “personal information” as defined in the CCPA, whether collected online or offline. This section does not address or apply to our handling of publicly available information or personal information that is otherwise exempt under the CCPA. Depending on how you interact or engage with us, we may provide you with other privacy notices with additional details about our privacy practices.

Categories of Personal Information Collected and Disclosed. The following table identifies the categories of personal information we may collect about you (and may have collected in the prior 12 months), as defined by the CCPA, as well as the categories of third parties to whom we may disclose this information. Depending on how you use the Services, we may collect and disclose the following categories of personal information:

Categories of Personal Information Collected	Third Party and Other Recipient Disclosures
<p>Identifiers. Includes direct identifiers such as name, alias, email, phone number, address, user ID, username, unique personal identifier, online identifier, IP address, or other similar identifiers.</p>	<ul style="list-style-type: none"> ● Affiliates and subsidiaries ● Service providers and vendors ● Advisors and agents ● Data analytics providers ● Marketing providers ● Advertising networks ● Social networks ● Others as required by law
<p>Customer Records. Includes information such as name, user ID, account name, contact information, and financial or payment information (i.e., payment type, payment card details, billing and shipping address) that individuals provide us in order to purchase or obtain our products and services.</p>	<ul style="list-style-type: none"> ● Affiliates and subsidiaries ● Service providers and vendors ● Advisors and agents ● Data analytics providers ● Regulators, government entities and law enforcement ● Others as required by law
<p>Commercial Information. Includes records of products or Services purchased, obtained, or considered, or other purchasing or use histories or tendencies.</p>	<ul style="list-style-type: none"> ● Affiliates and subsidiaries ● Service providers and vendors ● Advisors and agents ● Data analytics providers ● Marketing providers ● Regulators, government entities and law enforcement

	<ul style="list-style-type: none"> • Others as required by law
<p>Internet or Other Electronic Network Activity Information. Includes, but is not limited to, browsing history, clickstream data, search history, and information regarding interactions with our Websites, advertisements, or emails, including other usage data related to your use of any of our Services or other similar online services.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Advisors and agents • Data analytics providers • Marketing providers • Advertising networks • Social networks • Others as required by law
<p>Geolocation Data. Such as general location information about a particular individual or device.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Internet service providers, operating systems, and platforms • Data analytics providers • Regulators, government entities and law enforcement • Others as required by law
<p>Audio, Electronic, Visual, or Similar Information. Includes, but is not limited to, information collected via call recordings if you are interacting with us in a customer service capacity or if you call us on a recorded line, recorded meetings and webinars, videos, photographs, and user profile images.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Advisors and agents • Regulators, government entities and law enforcement • Others as required by law
<p>Professional Information. Includes, but is not limited to, job title, company name, business email, business phone number, and other similar professional-related information.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Advisors and agents • Regulators, government entities and law enforcement • Others as required by law
<p>Protected Classifications. In some circumstances, we may collect information such as age, veteran status, and other characteristics of protected classifications under California or federal law.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Regulators, government entities and law enforcement • Others as required by law
<p>Inferences. Such as inferences drawn from any of the information described in this section about a consumer including inferences reflecting the consumer’s preferences, characteristics, behaviors, attitudes, abilities, and aptitudes.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Data analytics providers • Regulators, government entities and law enforcement • Others as required by law
<p>Sensitive Personal Information. In some circumstances, we may collect a consumer’s precise geolocation.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers and vendors • Advisors and agents • Regulators, government entities and law enforcement • Others as required by law

Source of Personal Information. We generally collect personal information from the following categories of sources: directly or indirectly from you; affiliates and subsidiaries; business partners; vendors and service providers; customers and clients; Internet service providers; operating systems and platforms; social networks; and marketing and data analytics providers.

Purposes of Collection, Use, and Disclosure. As described in the Purposes for Collecting and Processing Personal Information section, in general, we collect and otherwise process personal information for the following business or commercial purposes, or as otherwise directed or consented to by you:

- Services and support;
- Analytics and improvement;
- Communication;
- Customization and personalization;
- Marketing and advertising;
- Research and surveys;
- Insight development and data enhancement;
- Planning and managing events;
- Security and protection of rights;
- Compliance and legal process;
- Auditing, reporting, and other internal operations; and
- General business and operational support.

Sensitive Personal Information. Notwithstanding the purposes described above, we do not collect, use, or disclose “sensitive personal information” beyond the purposes authorized by the CCPA.

Retention of Personal Information. We retain the personal information we collect only as reasonably necessary for the purposes described above or otherwise disclosed to you at the time of collection. When deciding how long to keep your personal information, we consider whether we are subject to any legal obligations (e.g., any laws that require us to keep records for a certain period before we can delete them) or whether we have taken any legal positions (e.g., issued any legal holds or otherwise need to preserve the information). Rather than delete your data, we may also deidentify it by removing identifying details. Where we have committed to maintaining and using personal information in a deidentified form, we agree not to reidentify deidentified data except as permitted by applicable law.

Sales and Sharing of Personal Information. The CCPA defines “sale” as disclosing or making available personal information to a third-party in exchange for monetary or other valuable consideration, and “sharing” includes disclosing or making available personal information to a third-party for purposes of cross-contextual behavioral advertising. While we do not disclose personal information to third parties in exchange for monetary compensation, we may be considered as “selling” or “sharing” personal information under the CCPA because of our use of third-party ad or analytics cookies and other tools. We may “sell” or “share” the following categories of personal information: identifiers, such as unique personal identifiers, online identifiers, IP address, or other similar identifiers; and Internet and network activity information, such as device and browsing information and activity and usage data. We may disclose these categories to third-party advertising networks, analytics providers, and social networks for purposes of marketing and advertising and to improve and measure our ad campaigns. We do

not sell or share personal information about individuals we know are under the age of sixteen (16).

California Privacy Rights. The CCPA provides California residents with specific rights regarding personal information. Subject to certain conditions and exceptions, California residents have the following rights with respect to their personal information:

- **Right to Know.** You have the right to request: (i) the categories of personal information we collected about you; (ii) the categories of sources from which the personal information is collected; (iii) our business or commercial purposes for collecting, selling, or sharing personal information; (iv) the categories of third parties to whom we have disclosed personal information; and (v) a copy of the specific pieces of personal information we have collected about you.
- **Right to Delete.** You have the right to request we delete personal information we have collected from you.
- **Right to Correct.** You have the right to request that we correct inaccuracies in your personal information.
- **Right to Opt-Out.** You have the right to opt-out of “sales” and “sharing” of your personal information, as those terms are defined under the CCPA.
- **Right to Limit Use and Disclosure.** You have the right to limit use and disclosure of your sensitive personal information. We do not use or disclose sensitive personal information beyond the purposes authorized by the CCPA; thus, this right is not available.
- **Right to Non-Discrimination.** You have the right not to be subjected to discriminatory treatment for exercising any of the rights described in this section.

Exercising Your Privacy Rights. California residents may exercise their CCPA privacy rights as set forth below:

- **Right to Know, Delete, and Correct.** California residents may submit CCPA requests to access/know, delete, and correct their personal information by using our webform, available at <https://moorehomeservices.com/contact-us/>, emailing us at Privacypolicy@moorehvac.com, or calling us at (855) 480 – 0684.

When you submit a request, we will take steps to verify your identity and request by matching the information provided by you with the information we have in our records. We will process your request based upon the personal information in our records that is linked or reasonably linkable to the information provided in your request. In some cases, we may request additional information in order to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for the denial.

You may also designate someone as an authorized agent to submit requests and act on your behalf. Authorized agents will be required to provide proof of their authorization in their first communication with us, and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

- **Right to Opt-Out of Sales and Sharing.** To exercise your right to opt-out of the “sale” or “sharing” of your personal information, please use the “*Do Not Sell or Share My Personal Information*” link at the bottom of our Websites.

In addition, if our Websites detects that your browser or device is transmitting an opt-out preference signal, such as the “global privacy control” or (“**GPC**”) signal, we will opt that browser or device out of cookies or other tools that result in a “sale” or “sharing” of your personal information. If you come to our Websites or use our Services from a different device or from a different browser on the same device, you will need to opt-out, or use an opt-out preference signal, for that browser and/or device as well. More information about GPC is available at <https://globalprivacycontrol.org/>.

California Shine the Light Law. Under California’s “Shine the Light” law (Cal. Civ. Code § 1798.83), California residents who provide us certain personal information are entitled to request and obtain from us, free of charge, information about the personal information (if any) we have shared with third parties for their own direct marketing use. Such requests may be made once per calendar year for information about any relevant third-party sharing in the prior calendar year. To submit a “Shine the Light” request, email us at Privacypolicy@moorehvac.com and include in your request a current California address and your attestation that you are a California resident.