



PRIVACY POLICY

Privacy practices for TRIM FUNNELS LLC websites, funnels and digital services

TRIM FUNNELS LLC

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This document is prepared for publication on the TRIM FUNNELS website and related lead-generation funnels. It is intended to describe the relationship between TRIM FUNNELS LLC and visitors/users of its digital properties.

1. WHO WE ARE

TRIM FUNNELS LLC ("TRIM FUNNELS," "we," "us," or "our") operates marketing, sales-funnel, lead-generation, and related digital marketing services for commercial energy businesses.

Our Services are designed for commercial energy contractors and related businesses, including commercial solar, energy storage/BESS, commercial HVAC and building energy management, commercial energy efficiency and renewables, and energy auditing and consulting.

Business information: TRIM FUNNELS LLC is based in Montgomery County, Maryland. Mailing address: 13625 Creekside Drive, Silver Spring, MD 20904.

2. INFORMATION WE COLLECT

Information you provide directly

Depending on how you interact with our Services, we may collect your name, business name, job title or role, business email, telephone number, business address or service location, website, business or project information, consultation details, form submissions, and information provided when downloading a resource.

Information collected automatically

We may collect IP address, browser and device type, operating system, approximate geographic information derived from technical data, pages visited, links or buttons clicked, date and time of visits, referring website or campaign, and general website usage information.

3. HOW WE COLLECT INFORMATION

We may collect information directly from you through forms, resource downloads, inquiries, consultations, appointments, and communications; automatically through cookies, pixels, tags, analytics technologies, and server logs; through advertising and marketing platforms; and from service providers or other lawful sources.

4. HOW WE USE INFORMATION

- Provide, operate, and maintain our Services.
- Respond to inquiries and requests.
- Deliver requested lead magnets and other resources.
- Communicate about your inquiry, services, or requested information.
- Schedule consultations or appointments.
- Understand how visitors use our website and improve our funnels, content, and services.
- Measure advertising and marketing performance.
- Personalize or improve website experiences.

- Detect, prevent, and address fraud, abuse, security incidents, and technical problems.
- Maintain business and operational records.
- Comply with applicable legal obligations and enforce agreements.
- Protect our rights, property, users, and business.

5. MARKETING COMMUNICATIONS

If you provide contact information through a form or otherwise request information from us, we may send communications relating to your request, services, educational resources, promotions, or other marketing information, subject to applicable law.

You may opt out of marketing emails at any time by using the unsubscribe link in the email or by contacting martin@trimfunnels.com.

6. TELEPHONE AND TEXT COMMUNICATIONS

If you voluntarily provide a telephone number and request or authorize telephone or text communications, we may use that number to respond to your inquiry, provide requested information, schedule communications, or provide marketing communications where permitted by law.

Where required, we will obtain appropriate consent before sending certain marketing text messages or making certain marketing calls. Message and data rates may apply depending on your mobile provider. You may opt out by following the instructions in the applicable message or contacting us.

Consent to receive marketing communications is not required as a condition of purchasing goods or services unless expressly stated otherwise.

7. COOKIES AND TRACKING TECHNOLOGIES

Our website and funnels may use cookies and similar technologies, including essential cookies, analytics cookies, advertising or marketing cookies, conversion-tracking pixels, retargeting technologies, and similar technologies.

These technologies may help us recognize your browser, remember preferences, understand website activity, improve performance, measure campaigns, and support advertising. You may be able to control cookies through your browser settings. Disabling certain cookies may affect website functionality.

8. THIRD-PARTY TECHNOLOGIES AND PLATFORMS

Our funnels and related digital properties may use third-party technologies and services, including:

- **GoHighLevel (GHL)** for CRM, funnel, contact-management, forms, automation, and related marketing operations.
- **Google Analytics** for website and funnel analytics.
- **Meta Pixel** for advertising measurement, conversion tracking, and related marketing functions.
- **Google Ads** for advertising and campaign measurement.
- **Calendly** for scheduling and appointment management.
- **Stripe** and **PayPal** for payment processing where applicable.
- **Zapier** for integrations and automated data transfers between connected business applications.
- **LinkedIn** and **YouTube** for content, advertising, analytics, and/or embedded media where applicable.
- **Cloudflare** for website security, performance, traffic management, and related infrastructure services.

- Other payment platforms and applications integrated with GoHighLevel (our CRM) that TRIM FUNNELS enables or uses from time to time.

These providers may process information in accordance with their own privacy policies and contractual arrangements with TRIM FUNNELS, where applicable.

9. HOW WE SHARE INFORMATION

Service providers

We may share information with vendors and service providers that help us operate our business, including providers of website hosting, funnel and CRM technology, email delivery, marketing automation, analytics, advertising, scheduling, payment processing, data storage, security, information technology, and other business-support functions.

Contractors and business partners

Where appropriate and consistent with your request, we may share information with commercial contractors, installers, consultants, or other businesses when you request information, services, estimates, consultations, or introductions. For example, a request concerning commercial solar, battery storage, HVAC, energy efficiency, renewables, or energy auditing may be routed to an appropriate business for response.

Legal and compliance purposes

We may disclose information when reasonably necessary to comply with applicable law, respond to lawful requests, protect legal rights, enforce agreements, investigate fraud or security issues, or protect the safety of users or others.

Business transfers

If TRIM FUNNELS LLC is involved in a merger, acquisition, financing, reorganization, sale of assets, or similar transaction, information may be transferred as part of that transaction, subject to applicable law.

10. SALE OR SHARING OF PERSONAL INFORMATION

TRIM FUNNELS does not intend to operate as a data broker or sell personal information for monetary consideration. However, certain privacy laws may define "sale" or "sharing" broadly enough to include certain advertising, analytics, or other disclosures.

If applicable law classifies any of our activities as a sale or sharing of personal information, we will provide the rights and choices required by that law.

11. DATA RETENTION

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including providing services, maintaining records, communicating with you, fulfilling legitimate business purposes, resolving disputes, enforcing agreements, meeting legal requirements, and protecting our business and users.

12. DATA SECURITY

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. No internet transmission, electronic storage system, or security method can be guaranteed to be completely secure.

13. YOUR PRIVACY RIGHTS

Depending on where you live and applicable law, you may have rights concerning personal information, including rights to access or know, delete, correct, opt out of certain forms of sale or sharing, opt out of certain targeted advertising, limit

certain uses of sensitive personal information where applicable, and receive information in a portable format.

Not every right applies in every jurisdiction, and exceptions may apply.

14. HOW TO SUBMIT A PRIVACY REQUEST

To submit a privacy-related request, contact martin@trimfunnels.com or write to TRIM FUNNELS LLC, 13625 Creekside Drive, Silver Spring, MD 20904.

We may need to verify your identity before fulfilling certain requests. Where required by applicable law, we will respond within the applicable statutory timeframe.

15. CHILDREN'S PRIVACY

Our Services are intended for businesses and adults and are not directed toward children under 13. We do not knowingly collect personal information from children under 13.

16. THIRD-PARTY WEBSITES

Our website may contain links to third-party websites and services. We are not responsible for the privacy practices, security, content, or policies of third-party websites. Review the privacy policy of any third-party service you visit.

17. INTERNATIONAL VISITORS

Our Services are primarily intended for users in the United States. If you access our Services from outside the United States, your information may be processed, stored, or transferred to the United States or other jurisdictions where privacy laws may differ.

18. DO NOT TRACK AND PRIVACY SIGNALS

Some browsers provide a Do Not Track signal. Because there is not a universally accepted technical standard for responding to every such signal, our website may not respond to all browser-based Do Not Track signals. Where applicable law requires recognition of a specific privacy preference signal, we will comply as required.

19. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. When changes are made, we will update the Last Updated date. If material changes are made, we may provide additional notice where required by applicable law.

20. CONTACT US

TRIM FUNNELS LLC

13625 Creekside Drive

Silver Spring, MD 20904

Email: martin@trimfunnels.com

Phone: +1 (347) 653-8054

Website: trimfunnels.com

Contact

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Legal review is recommended before publication, particularly for state-specific privacy, telemarketing, SMS/text messaging, advertising, and consumer-rights requirements applicable to your actual operations.