



FIELDTECH MARKETING LTD

Privacy Policy

Effective Date: May 28, 2026

Last Updated: May 28, 2026

1. Introduction

FieldTech Marketing Ltd. ("FieldTech", "we", "us", or "our") is a British Columbia-based digital marketing agency (BC Business Number 779199975BC0001) that helps HVAC, plumbing, electrical, and refrigeration contractors in the United States grow their businesses through Google & Meta ads, GoHighLevel funnels, SMS/email automation, review reactivation, and related services.

This Privacy Policy explains how we collect, use, disclose, and protect your personal information. It applies when you visit our website, contact us, submit information through forms or SMS, or when we provide services to you as a client.

We comply with applicable U.S. federal and state privacy laws, including the Telephone Consumer Protection Act (TCPA), the CAN-SPAM Act, the California Consumer Privacy Act (CCPA/CPRA), and other relevant state privacy laws.

Our Role as a Service Provider / Processor: When we manage advertising campaigns, lead generation funnels, or GoHighLevel automations for our contractor clients, we act strictly as a "Service Provider" or "Processor" under applicable U.S. state privacy laws. In these instances, our clients are responsible for establishing the legal basis for processing and handling consumer data rights requests.

By using our services or submitting information to us, you consent to the practices described in this Policy.

2. Information We Collect

We collect the following categories of personal information:

- Contact and identification details — name, phone number, email address, mailing address, business name.

- Business and service information — type of contracting business, service areas, target keywords, and project types.
- Campaign and lead data — customer lists, phone numbers, email addresses, and other information you provide so we can run your ads and automations.
- Technical and usage data — IP address, device type, browser information, website activity, and ad interaction data.
- Communication records — notes from calls, emails, and (where permitted) call recordings for quality and training.
- Billing information — processed securely through third-party payment providers.

3. How We Use Your Information

We use personal information to:

- Deliver and optimize your advertising, funnels, and automation campaigns.
- Communicate with you and provide customer support.
- Measure and report campaign performance.
- Comply with legal obligations, including maintaining consent records under TCPA and CAN-SPAM.
- Protect against fraud and enforce our agreements.
- Deploy automated tools and conversational AI (where applicable) to assist in prompt lead response and appointment scheduling.

We do **not** sell personal information.

4. SMS and Text Messaging (TCPA Compliance)

We and our clients may send marketing, promotional, and transactional text messages using automated systems.

Consent: For U.S. numbers, we only send marketing texts via autodialer after obtaining prior express written consent. Consent is clear, conspicuous, and obtained through an affirmative action. We always disclose that consent is not required to purchase goods or services.

Opt-Out: Reply **STOP**, **UNSUBSCRIBE**, **QUIT**, **END**, or **CANCEL** to any message, or contact us directly. We honor opt-out requests immediately and maintain an opt-out list.

Message and data rates may apply. Message frequency varies.

Sharing of SMS Opt-In Data: Notwithstanding anything else in this Privacy Policy, mobile information, text messaging originator opt-in data, and consent will not be shared with or sold to any third parties or affiliates for marketing or promotional purposes.

5. Email Marketing (CAN-SPAM Compliance)

All commercial emails include a clear opt-out mechanism. We honor opt-out requests promptly and never send emails to addresses that have opted out.

6. Cookies and Tracking Technologies

We and our advertising partners (Google, Meta, etc.) use cookies, pixels, and similar technologies to deliver ads, measure performance, and enable retargeting. You can manage cookie preferences through your browser settings or opt out of interest-based advertising via Google and Meta's ad settings.

7. Sharing and Disclosure of Information

We only share personal information when necessary:

- With trusted service providers (GoHighLevel, Google, Meta, SMS platforms) who are bound by confidentiality and data protection obligations.
- With our clients when operating campaigns on their behalf.
- When required by law or to protect our rights and safety.
- In the event of a business transfer.

8. Your U.S. State Privacy Rights (California and Other States)

If you are a resident of California, Virginia, Colorado, Texas, or other U.S. states with comprehensive privacy laws, you may have the following rights (subject to verification):

- Right to know what personal information we have collected, used, or shared.
- Right to delete your personal information.
- Right to opt out of the sale or sharing of your personal information (we do not sell it).
- Right to correct inaccurate personal information.
- Right to limit the use and disclosure of sensitive personal information.

To exercise these rights, contact us using the details below. We will respond within the time required by law.

9. Children's Privacy (COPPA)

Our services are intended strictly for businesses and individuals who are at least 18 years of age. We do not knowingly collect personal information from children under the age of 13. If we become aware that a child under 13 has provided us with personal information, we will take immediate steps to delete it.

10. Data Retention and Security

We keep personal information only as long as necessary to provide our services, meet legal obligations, or resolve disputes.

We use reasonable administrative, technical, and physical safeguards to protect your information. However, no method of transmission or storage is 100% secure.

11. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top shows the current version. We will notify you of material changes through our website or by email.

12. Contact Us

FieldTech Marketing Ltd.

Attn: Privacy Officer (Mark Gordon, Director)

Privacy Inquiries

1887 Whitney Mesa Dr #4073

Henderson, NV 89014

Email: Admin@Fieldtechmarketing.com

Disclaimer

This Privacy Policy is provided as a professional template. It is not legal advice. We recommend having qualified legal counsel review and customize this document for your specific operations before use.