

EECO SERVICES

Privacy Policy

Effective Date: May 12, 2026 | **Last Updated:** May 12, 2026

Licensed Commercial & Residential Contractor — Maryland, Washington DC & Virginia

1. Introduction

EECO SERVICES is a licensed commercial and residential contractor headquartered in Bowie, MD, proudly serving clients throughout Maryland, Washington DC, and Virginia. Our services include drywall installation, flooring, acoustic ceilings, metal framing, and comprehensive commercial and residential renovation projects. We are committed to delivering exceptional craftsmanship while maintaining the trust and privacy of every individual who interacts with our company.

This Privacy Policy explains how EECO SERVICES collects, uses, stores, shares, and protects the personal information you provide when you visit our website at www.eecoservices.com or when you submit a lead form through our Google Ads campaigns or other digital advertising channels.

By using the EECO SERVICES website or submitting a lead form, quote request, or inquiry through any of our digital channels, you acknowledge that you have read, understood, and agree to the terms of this Privacy Policy. If you do not agree with any part of this policy, please refrain from using our website or submitting your personal information through our forms.

This policy applies solely to information collected by EECO SERVICES through our official website and advertising platforms. It does not apply to

information collected offline or through any third-party website not operated by EECO SERVICES.

2. Information We Collect

EECO SERVICES collects personal information only as necessary to respond to your inquiries, provide contractor service estimates, and improve our digital experience. The categories of information we collect are described below.

2.1 Personal Information Collected via Lead Forms (Google Ads)

When you submit a quote request or inquiry through a Google Ads lead form or our website contact form, we may collect the following personal information:

- **Full Name** — to address you properly and personalize our communications
- **Email Address** — to send estimates, project information, and follow-up correspondence
- **Phone Number** — to contact you regarding your service inquiry or project needs
- **Project Details** — any additional information you voluntarily provide in free-text fields, such as project type, location, or desired timeline

Submission of this information is entirely voluntary. However, declining to provide certain information may limit our ability to respond to your inquiry or provide an accurate estimate.

2.2 Website Usage Data

When you visit www.eecoservices.com, certain technical information is automatically collected by our servers and analytics tools. This may include:

- **IP Address** — used to determine general geographic location and monitor for security threats
- **Browser Type and Version** — used to optimize website display and compatibility
- **Pages Visited** — used to understand how visitors navigate our site
- **Time Spent on Pages** — used to evaluate content engagement and effectiveness
- **Referring URLs** — used to understand how users find our website (e.g., via search engine, advertisement, or referral link)
- **Device Type and Operating System** — used for technical optimization and compatibility purposes
- **Date and Time of Visit** — used for traffic analysis and system logging

This information is collected in aggregate and is typically not used to identify you as an individual unless combined with personal information you have voluntarily submitted.

2.3 Cookies and Tracking Technologies

EEDO SERVICES and our third-party advertising partners (including Google) use cookies, web beacons, pixel tags, and similar tracking technologies to collect and store information about your interactions with our website and advertisements. Please refer to **Section 5** of this policy for detailed information on the types of cookies used and how to manage your preferences.

3. How We Use Your Information

EEDO SERVICES uses the information we collect for the following purposes:

- **To respond to quote requests and inquiries** — We use your name, email address, and phone number to contact you about your renovation or contractor service request in a timely manner.
- **To provide service estimates** — Information you submit helps us prepare accurate and relevant estimates for drywall, flooring, acoustic ceiling, metal framing, and other renovation services.
- **To send follow-up communications** — We may follow up with you regarding your project inquiry, provide additional information about our services, or confirm appointment and project details.
- **To improve our website and marketing effectiveness** — Website usage data helps us understand user behavior, optimize our site's performance, and refine the content we present to visitors.
- **To display relevant advertisements via Google Ads remarketing** — We may use information gathered through cookies and tracking technologies to show EECO SERVICES advertisements to users who have previously visited our website as they browse other sites across the internet.
- **To measure advertising performance** — We analyze lead form submissions, click-through rates, and conversion data to evaluate and improve the effectiveness of our Google Ads campaigns.
- **To comply with legal obligations** — We may process or retain your information as required by applicable federal, state, or local law, including responding to valid legal process or regulatory inquiries.

EECO SERVICES will not use your personal information for any purpose that is materially different from those listed above without first providing you notice and, where required, obtaining your consent.

4. Google Ads & Remarketing

EECO SERVICES uses **Google Ads** to advertise our commercial and residential contractor services online. As part of our advertising strategy, we participate in Google's remarketing programs, which allow us to reach users who have previously visited our website with relevant advertisements as they browse other websites across the internet.

4.1 Google's Use of Cookies in Advertising

Google may use cookies — including the **DoubleClick cookie** — to serve EECO SERVICES advertisements to you based on your prior visits to www.eecoservices.com. These cookies allow Google to recognize your browser and track whether you have previously interacted with our website or advertisements.

Third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to:

- Inform, optimize, and serve advertisements based on a user's past visits to our website
- Report on how ad impressions, other uses of ad services, and interactions with these ad impressions are related to visits to our website
- Measure the effectiveness and return on investment of our advertising campaigns

4.2 Google Analytics

EECO SERVICES may use **Google Analytics** to collect and analyze website traffic and user behavior data. Google Analytics uses cookies to collect information about how visitors use our site. This data is aggregated and

anonymized where possible and is used solely to improve our website experience and marketing effectiveness.

4.3 Opting Out of Google's Advertising Cookies

You have the right to opt out of Google's use of cookies for advertising purposes. You may exercise this right by visiting **Google's Ads Settings** at <https://adssettings.google.com/>, where you can manage your personalized ad preferences.

Additionally, you may opt out of third-party vendor cookies for interest-based advertising by visiting the **Network Advertising Initiative opt-out page** at www.networkadvertising.org/choices/.

Google Privacy Policy

For complete information on how Google collects and uses data from advertising partners and website visitors, please review **Google's Privacy Policy** at: <https://policies.google.com/privacy>

4.4 Lead Form Data via Google Ads

When you submit your contact information through a Google Ads lead form, that information is transmitted to EECO SERVICES in accordance with Google's Lead Form Asset policies and Google's data handling practices. EECO SERVICES accesses this data exclusively to respond to your service inquiry and will handle it in accordance with this Privacy Policy.

5. Cookies and Tracking Technologies

Cookies are small text files placed on your device by websites you visit. They are widely used to make websites function efficiently and to provide

reporting information to website owners. EECO SERVICES uses the following categories of cookies:

Cookie Type	Purpose	Examples
Essential Cookies	Required for the website to function properly. These cannot be disabled without affecting core website functionality.	Session management, security tokens, form submission support
Analytics Cookies	Help us understand how visitors interact with our website by collecting and reporting information anonymously.	Google Analytics (_ga, _gid, _gat)
Advertising / Remarketing Cookies	Used to show you relevant EECO SERVICES advertisements on other websites based on your prior visit to our site.	Google Ads remarketing tag, DoubleClick cookie (_gcl_au)

5.1 Managing Your Cookie Preferences

You can manage, restrict, or delete cookies through your web browser settings. Most modern browsers allow you to:

- View what cookies are stored on your device and delete them individually or entirely
- Block third-party cookies from being set
- Block cookies from specific websites
- Block all cookies from being set
- Delete all cookies when you close your browser

Instructions for managing cookies vary by browser. You may find guidance for your specific browser using the browser's built-in help resources or by visiting the browser developer's official website.

Please Note

Disabling or blocking certain cookies may affect the functionality of www.eecoservices.com and may prevent you from using some features of our website, including form submissions. EECO SERVICES is not responsible for any limitations in website functionality that result from your cookie management choices.

6. How We Share Your Information

EECO SERVICES does not sell, rent, or trade your personal information to any third party for their own marketing or commercial purposes.

We may share your information only in the following limited circumstances:

- **Google (Advertising Platform)** — EECO SERVICES uses Google Ads and Google Analytics to manage our digital advertising. Google may receive data through cookies and tracking pixels placed on our website, as well as lead form data transmitted through Google's lead form platform, in accordance with Google's own privacy policies and data practices.
- **Email and CRM Service Providers** — We may use third-party email service providers or customer relationship management (CRM) tools to store and manage lead information and to facilitate follow-up communications with you regarding your service inquiry. These

providers are contractually obligated to use your data only as directed by EECO SERVICES and not for their own independent purposes.

- **Legal and Regulatory Requirements** — EECO SERVICES may disclose your personal information if required to do so by law, court order, subpoena, or government regulation, or if we believe in good faith that such disclosure is necessary to protect the rights, property, or safety of EECO SERVICES, our clients, or the public.
- **Business Transfers** — In the event that EECO SERVICES undergoes a merger, acquisition, sale of assets, or other business transition, your personal information may be transferred as part of that transaction. We will notify you via a prominent notice on our website if such a transfer occurs, and this Privacy Policy will continue to apply.

Under no circumstances will EECO SERVICES share your personal information with unaffiliated third parties for their own unrelated marketing or advertising purposes.

7. Data Retention

EECO SERVICES retains personal information collected through lead forms, contact forms, and Google Ads submissions for a period of **up to twelve (12) months** from the date of collection, or until your inquiry has been fully resolved and no further communication is reasonably anticipated, whichever occurs first.

Website usage data and analytics information may be retained for up to twenty-six (26) months in accordance with standard Google Analytics data retention settings, after which it is automatically deleted or anonymized.

Retention periods may be extended where EECO SERVICES has a legitimate legal obligation to preserve records, such as in connection with a pending legal dispute, regulatory audit, or applicable statutory requirement.

You may request the deletion of your personal information at any time by contacting EECO SERVICES using the information provided in Section 13 of this policy. We will process such requests promptly and in accordance with applicable law. Please note that certain information may be retained for legally required periods even following a deletion request.

8. Your Rights and Choices

EECO SERVICES respects your rights with respect to your personal information. Depending on your jurisdiction and applicable law, you may have the following rights:

- **Right to Access** — You have the right to request a copy of the personal information EECO SERVICES holds about you.
- **Right to Correct** — You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.
- **Right to Delete** — You have the right to request that EECO SERVICES delete your personal information, subject to certain legal exceptions.
- **Right to Opt Out of Marketing Communications** — You may opt out of receiving marketing or promotional emails from EECO SERVICES at any time by following the unsubscribe instructions in any such communication or by contacting us directly.
- **Right to Data Portability** — Where applicable, you may have the right to receive your personal information in a structured, commonly used, and machine-readable format.

8.1 California Residents — California Consumer Privacy Act (CCPA)

If you are a resident of California, you have specific rights under the **California Consumer Privacy Act (CCPA)** and the **California Privacy Rights Act (CPRA)**, including:

- **Right to Know** — The right to know what personal information we collect, use, disclose, and sell (or share) about you.
- **Right to Delete** — The right to request deletion of personal information we have collected from you, subject to certain exceptions.
- **Right to Opt Out of Sale or Sharing** — The right to opt out of the sale or sharing of your personal information. EECO SERVICES does not sell personal information.
- **Right to Non-Discrimination** — The right not to receive discriminatory treatment for exercising your CCPA privacy rights.
- **Right to Correct** — The right to request correction of inaccurate personal information we maintain about you.

California residents may submit requests to exercise these rights by contacting EECO SERVICES using the contact information in Section 13. We will respond to verifiable consumer requests within forty-five (45) days as required by law.

8.2 Virginia Residents — Virginia Consumer Data Protection Act (VCDPA)

If you are a resident of Virginia, you have rights under the **Virginia Consumer Data Protection Act (VCDPA)**, including the right to access, correct, delete, and obtain a copy of your personal data, as well as the right to opt out of the processing of your personal data for purposes of targeted advertising. To exercise your VCDPA rights, please contact EECO SERVICES using the information provided in Section 13.

8.3 How to Exercise Your Rights

To exercise any of the rights described in this section, please contact EECO SERVICES by:

- **Phone:** 240-475-2982
- **Website:** www.eecoservices.com

We will verify your identity prior to processing any request and will respond in the timeframe required by applicable law.

9. Data Security

EECO SERVICES takes the security of your personal information seriously. We implement industry-standard technical, administrative, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, alteration, loss, or destruction. These measures include, but are not limited to:

- Use of secure HTTPS encryption for data transmitted through our website
- Restricted access to personal information on a need-to-know basis
- Use of reputable, security-compliant third-party platforms for email and lead management
- Regular review of our data collection and storage practices

Important Security Notice

Please be aware that no method of transmission over the internet and no method of electronic storage is completely secure. While EECO SERVICES strives to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security. You

submit personal information to us at your own risk.

In the event of a data breach that is likely to result in a risk to your rights and freedoms, EECO SERVICES will notify affected individuals in accordance with applicable state and federal breach notification laws.

10. Children's Privacy

The EECO SERVICES website and all related digital services are intended exclusively for use by adults who are seeking commercial or residential renovation services. Our website is **not directed to children under the age of 13**, and EECO SERVICES does not knowingly collect, solicit, or retain personal information from any individual under the age of 13.

If EECO SERVICES becomes aware that we have inadvertently collected personal information from a child under the age of 13 without verifiable parental consent, we will take prompt steps to delete that information from our records.

If you are a parent or guardian and believe that your child has provided personal information to EECO SERVICES without your consent, please contact us immediately using the information in Section 13 so that we may take appropriate action.

11. Third-Party Links

The EECO SERVICES website may contain links to third-party websites, including but not limited to social media platforms, review sites, industry directories, or partner organizations. These links are provided for your convenience and informational purposes only.

EECO SERVICES has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third-party website. The inclusion of a link on our website does not imply our endorsement of that third party or their website.

We encourage you to review the privacy policy of every website you visit before submitting any personal information. Your use of any third-party website is governed solely by that website's own terms and privacy practices, and not by this Privacy Policy.

12. Changes to This Privacy Policy

EECO SERVICES reserves the right to update, modify, or replace this Privacy Policy at any time to reflect changes in our business practices, applicable law, or the services we provide. When we make material changes to this policy, we will update the "**Last Updated**" date at the top of this document.

We will notify users of significant changes by posting a prominent notice on www.eecoservices.com and, where appropriate, by sending a notification to the email address associated with your inquiry or account.

Your continued use of the EECO SERVICES website or submission of personal information following the posting of any changes to this Privacy Policy constitutes your acceptance of those changes. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

If you do not agree to any modification of this Privacy Policy, you should discontinue your use of the EECO SERVICES website and contact us to request deletion of any personal information we hold about you.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, or if you wish to exercise any of your privacy rights as described in this document, please contact EECO SERVICES using any of the following methods:

EECO SERVICES

Licensed Commercial & Residential Contractor

Location: Bowie, MD, United States

Service Area: Maryland, Washington DC & Virginia

Phone: 240-475-2982

Website: <https://www.eecoservices.com/>

EECO SERVICES is committed to addressing all privacy-related inquiries and requests in a timely, respectful, and legally compliant manner. We will acknowledge receipt of your request and provide a substantive response within the timeframe required by applicable law.

This Privacy Policy was prepared for **EECO SERVICES** and applies exclusively to **www.eecoservices.com**.

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