**Privacy Policy**

Last updated: May 29, 2025

This Privacy Policy describes how C & R Concrete and Excavation LLC (“C & R”, “we”, “us”, or “our”) collects, uses, and discloses your personal information when you visit our website, concrete541.com, (the “Site”) interact with our advertisements, request information, or otherwise communicate with us.

**Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. Your continued use of this Site and affiliated sites after any such update indicates your agreement to the same.

**What Personal Information We Collect**

We may collect the following types of Personal Information from you:

* **Contact Information**: This includes your name, email address, postal address, phone number, and any other information you provide when you interact with our Facebook ad or our services.
* **Demographic Information**: This includes your age, gender, location, and other information you choose to provide.
* **Usage Information**: This includes information about how you interact with our Site, our advertisements, and any related content or services, such as the pages you visit, the actions you take, and the time, frequency, and duration of your activities.
* **Device Information**: This includes information about the device you use to access our services, such as your IP address, browser type, operating system, unique device identifiers, and mobile network information.
* **Payment Information**: If applicable, we may collect payment card details or other financial information necessary to process transactions.

**How We Collect Your Personal Information**

The Personal Information described above may be collected through various methods, including:

* Direct interactions when you provide information to us.
* Automated technologies, such as cookies and similar tracking technologies.
* Third parties, including Facebook and other social media platforms, when you interact with our advertisements or services on those platforms.

**How We Use Your Personal Information**

We may use the information we collect for the following purposes:

* **Providing and Improving Our Services**: We use your information to deliver the products or services you request through our Facebook ad and to improve our offerings. This includes personalizing your experience, conducting research and analysis, and developing new features.
* **Advertising and Marketing**: We may use your information to send you promotional communications, deliver targeted advertising on Facebook and other platforms, and analyze the effectiveness of our marketing efforts. We will obtain your consent for marketing communications where required by law.
* **Compliance and Protection**: We may use your information to comply with applicable laws and regulations, to protect our rights and the rights of others, to prevent fraudulent or illegal activity, and to enforce our terms of service.
* **Customer Support**: To provide customer service and support, respond to your inquiries, and address any issues or complaints.
* **Analytics**: To analyze trends, usage patterns, and the effectiveness of our services and marketing campaigns.

**Sharing of Information**

We may share your information with the following third parties:

* **Facebook and other social media providers**: We share certain information with Facebook as required for our Facebook ad campaigns and to measure the performance of our advertising. This sharing is governed by Facebook's Data Policy and your privacy settings on Facebook. We may share similar information with other social media providers that are likewise governed by those providers’ policies.
* **Service Providers**: We may share your information with third-party service providers who perform services on our behalf, such as hosting, data analysis, payment processing, or customer support. These providers are contractually obligated to protect your information and may not use it for any purpose other than to provide services to us.
* **Legal Authorities**: We may disclose your information to law enforcement or other government authorities as required by applicable law, court order, or governmental regulation.
* **Business Transfers**: In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.
* **With Your Consent**: We may share your information with other third parties when we have your consent to do so.

We do not sell your personal information to third parties.

**Data Retention**

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process the data, and whether we can achieve those purposes through other means.

**Data Security**

We have implemented appropriate technical and organizational measures to protect the personal information we collect and process about you. These measures are designed to provide a level of security appropriate to the risk of processing your personal information.

While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

**International Data Transfers**

Your personal information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different from the laws of your country.

We have taken appropriate safeguards to ensure that your personal information will remain protected in accordance with this Privacy Policy when transferred internationally, including the use of Standard Contractual Clauses approved by the European Commission.

**Your Rights and Choices**

Depending on your location and residency, you may have certain rights regarding your personal information. These may include:

* **Access**: You can request access to the personal information we hold about you.
* **Correction**: You can request that we correct inaccurate or incomplete information about you.
* **Deletion**: You can request that we delete your personal information in certain circumstances.
* **Restriction**: You can request that we restrict the processing of your personal information in certain circumstances.
* **Data Portability**: You can request a copy of the personal information you provided to us in a structured, commonly used, and machine-readable format.
* **List**: You can request a list of the specific entities that we have shared your personal information with.
* **Objection**: You can object to our processing of your personal information in certain circumstances.
* **Withdraw Consen**t: Where we rely on your consent to process your personal information, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us using the information provided in the "Contact Us" section below. We will respond to your request within the time period required by applicable law.

You also have the following additional choices regarding the use of your personal information:

* **Opt-Out of Marketing**: You can opt-out of receiving promotional communications from us by following the unsubscribe instructions provided in the communication or by contacting us directly.
* **Manage Cookies**: You can manage the cookies used on our website by adjusting your browser settings. Please note that disabling certain cookies may impact your ability to use some features of our services.
* **Do Not Track**: Some browsers have a "Do Not Track" feature that lets you tell websites that you do not want to have your online activities tracked. We currently do not respond to "Do Not Track" signals.

**Children’s Privacy**

Our services are not directed to children under the age of 16, and we do not knowingly collect personal information from children under 16. If we learn that we have collected personal information from a child under 16, we will promptly delete that information.

**Notice to European Residents**

This Site is intended for use solely in the United States (including its territories and commonwealths) by U.S. residents. We make no claims that the site is appropriate for use outside of the United States. We do not knowingly collect or solicit personal information from residents of the European Union. If you believe that we may have any information from or about an EU resident, please contact us using the information provided in the “Contact Us” section below.

Notwithstanding the foregoing, if you are a resident of the European Economic Area (EEA) or the United Kingdom (UK), we may collect and process your personal information on the following legal bases:

* **Consent**: We may process your data based on your consent, which you can withdraw at any time.
* **Contractual Necessity**: To perform a contract with you or to take steps at your request before entering into a contract.
* **Legal Obligation**: To comply with our legal obligations under EU, UK, or Member State law.
* **Legitimate Interests**: To pursue our legitimate interests, provided your fundamental rights do not override these interests.

For individuals in the EEA or UK, you have the right to lodge a complaint with a supervisory authority if you believe our processing of your personal information violates applicable law.

**California Privacy Rights**

If you are a California resident, you have certain rights under the California Consumer Privacy Act (CCPA) and other state privacy laws. As we are a small business that does not provide services in the state of California and we do not buy, sell, or share the data of over 100,000 California residents, the CCPA does not apply to C & R. Nevertheless, we strive to comply with the spirit of the CCPA and in accordance with this Privacy Policy may limit the use and disclosure of their personal information, opt-out of the sharing of their personal information for advertising purposes, correct inaccurate personal information, know what personal information has been collected about them, and request to have their personal information deleted unless it must be maintained for the reasons described in this Privacy Policy. Additionally, we do not discriminate against any person for exercising their rights under the CCPA or any other privacy law.

**Accessibility**

We are committed to ensuring that our Privacy Policy is accessible to individuals with disabilities. If you need assistance accessing this Privacy Policy, please contact us using the information provided in the "Contact Us" section.

**Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

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