

PRIVACY POLICY

Effective Date: February 12, 2026

1. Introduction

Kool Right LLC ("Company," "we," "us," or "our") operates www.koolright.com and provides HVAC installation, repair, maintenance, and related services throughout Volusia, Seminole, and Orange Counties, Florida. This Privacy Policy explains how we collect, use, disclose, protect, and process personal information when you interact with our website, advertisements, CRM systems, AI receptionist, SMS services, and payment platforms.

2. Information We Collect

We may collect personal information including full name, phone number, email address, service address, billing address, payment details, HVAC system details, service history, appointment records, and communication transcripts (including AI receptionist recordings). We also collect technical data such as IP address, browser type, device identifiers, referral source, and website behavior through analytics tools.

3. Lead Capture & CRM Processing (GHL / Automation)

We use Customer Relationship Management (CRM) and marketing automation platforms to collect and manage leads, schedule appointments, send confirmations, and manage communications. Submitted form data, call transcripts, chat logs, and booking information may be stored within secure third-party platforms necessary for business operations.

4. SMS & TCPA Compliance Notice

By providing your phone number, you consent to receive transactional SMS messages related to appointments, reminders, and service updates. Marketing SMS messages are sent only with explicit opt-in consent. Message and data rates may apply. You may opt out at any time by replying STOP. We comply with the Telephone Consumer Protection Act (TCPA) and applicable federal regulations.

5. Email Communications (CAN-SPAM Compliance)

We may send transactional or marketing emails consistent with federal CAN-SPAM regulations. Marketing emails include an unsubscribe mechanism. You may opt out at any time.

6. Payments & Financial Information

Payments may be processed through secure third-party payment processors. We do not store full credit card numbers on our servers. Payment providers maintain PCI-DSS compliance standards.

7. Data Sharing

We do not sell personal information. Information may be shared with service providers such as scheduling software, CRM platforms, payment processors, advertising platforms, analytics providers, and legal authorities when required by law.

8. Florida Digital Bill of Rights & CCPA Rights

Depending on applicable law, you may request access, correction, deletion, or limitation of processing of your personal data. Florida residents have rights under the Florida Digital Bill of Rights. California residents may have rights under the California Consumer Privacy Act (CCPA). To exercise these rights, contact us using the information below.

9. Cookies & Tracking Technologies

Our website uses cookies, Meta Pixel, Google Analytics, and similar technologies to measure performance and improve advertising effectiveness. You may disable cookies through your browser settings.

10. Data Retention

We retain personal information only as long as necessary to provide services, comply with legal obligations, resolve disputes, and enforce agreements.

11. Data Security

We implement administrative, technical, and physical safeguards to protect personal information. However, no online transmission is guaranteed to be 100% secure.

12. Third Party Links

Our website may link to external sites. We are not responsible for the privacy practices of third party websites.

13. Terms & Conditions Reference

Use of our website and services is also governed by our Terms and Conditions, including service agreements, warranties, limitations of liability, and dispute resolution terms.

14. Contact Information

Kool Right LLC Phone: 1 844 771 KOOL Email: info@koolright.com Service Areas: Volusia, Seminole & Orange Counties, Florida Florida HVAC License #: CAC1824314