

Keystone Inspections – Privacy Policy

Last Updated: December 11, 2025

Keystone Inspections (“Company,” “we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and safeguard information when you visit www.keystoneinspections.com (“Site”), interact with our services, or communicate with us.

By using our Site or services, you agree to the terms of this Privacy Policy. If you do not agree, please discontinue use immediately.

1. Information We Collect

1.1 Personal Information

We may collect personal information that you voluntarily provide to us, including but not limited to:

- Name
- Email address
- Phone number
- Mailing address
- Property address
- Billing information (processed via secure third-party providers)
- Any information you submit through contact forms, service inquiries, scheduling forms, or email

1.2 Automatically Collected Information

When you visit the Site, we may automatically collect certain information using cookies, analytics tools, and server logs, including:

- IP address

- Browser type
- Device type
- Operating system
- Pages visited
- Time spent on the Site
- Referring website
- General geolocation data

1.3 Third-Party Data

We may receive information about you from third parties, such as:

- Google Analytics and other analytics providers
- Advertising networks (including Google, Meta, etc.)
- CRM and marketing platforms
- Payment processors
- Property management or real estate platforms (if integrated)

2. How We Use Your Information

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

- To provide, operate, and manage inspection and related services
- To schedule appointments and respond to inquiries
- To send service confirmations, updates, invoices, reports, and follow-up communications
- To improve our Site, services, and user experience
- To conduct analytics, advertising, and remarketing activities
- To prevent fraud, abuse, and security incidents
- To comply with legal and regulatory obligations

- To create internal records for performance, quality assurance, and safety

We do not sell your personal information.

3. How We Share Your Information

We may share your information in the following situations:

3.1 Service Providers

We may share information with trusted third-party vendors and service providers that assist us in operating our business, including:

- Scheduling and CRM providers
- Email and marketing automation platforms
- Website hosting and maintenance providers
- Payment processors
- Analytics and advertising partners
- Cloud storage providers
- Customer support and communication tools

These third parties are authorized to use your personal information only as necessary to provide services to us and are expected to maintain appropriate safeguards.

3.2 Legal, Compliance & Protection

We may disclose information if necessary to:

- Comply with applicable laws, regulations, or legal processes
- Respond to governmental or regulatory requests
- Protect the rights, property, or safety of Keystone Inspections, our customers, or others

- Investigate and defend against claims and legal actions
- Detect, prevent, or address fraud, security, or technical issues

3.3 Business Transfers

In connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business, your information may be transferred as part of the business transaction.

4. Cookies & Tracking Technologies

We use cookies, pixels, and similar tracking technologies to:

- Enable core Site functionality
- Analyze Site usage and performance
- Improve user experience
- Support remarketing and advertising campaigns
- Enhance security

You can control cookies through your browser settings. If you disable cookies, some parts of the Site may not function properly.

5. Your Rights & Choices

Depending on your jurisdiction, you may have certain rights regarding your personal information, including the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to legal and contractual obligations
- Object to or restrict certain processing activities

- Withdraw consent where processing is based on consent
- Request a copy of your data in a portable format, where applicable
- Opt-out of certain marketing or data-sharing practices

To exercise these rights, please contact us at:

CONTACT@KEYSTONEINSPECTIONS.COM

We may need to verify your identity before fulfilling certain requests.

6. Data Security

We implement commercially reasonable technical and organizational measures to help protect your personal information, including:

- SSL encryption for data transmitted through our Site (where applicable)
- Secure third-party hosting and infrastructure
- Firewalls and monitoring for unauthorized access
- Limited internal access to personal information on a need-to-know basis
- Secure backup and data recovery practices

However, no method of transmission over the internet or method of electronic storage is 100% secure. We cannot guarantee absolute security. By using our Site, you acknowledge and accept this risk.

7. Data Retention

We retain personal information for as long as necessary to:

- Provide our services and fulfill the purposes outlined in this Privacy Policy

- Comply with legal, tax, and regulatory requirements
- Maintain business and inspection records
- Resolve disputes and enforce our agreements

When information is no longer needed, we will take reasonable steps to delete, anonymize, or securely store it in accordance with applicable laws.

8. Children's Privacy

Our Site and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that a child has provided us with personal information, we will take steps to delete such information. If you believe a child has provided us information, please contact us.

9. Third-Party Links

Our Site may contain links to third-party websites, plugins, or services. We are not responsible for the privacy practices, content, or security of these third parties. We encourage you to review the privacy policies of any third-party sites you visit.

10. Email, SMS, and Phone Communications

By providing your contact information, you consent to receiving communications from us, including:

- Emails related to your inspection, inquiries, or account
- SMS/text messages regarding scheduling, reminders, or updates
- Phone calls related to service coordination and customer support

Message and data rates may apply. You may opt-out of marketing communications at any time by using the unsubscribe link in emails or contacting us directly. Certain transactional or service-related communications may still be necessary.

11. California, Texas, and GDPR Notices

We strive to comply with applicable privacy laws, including:

- The California Consumer Privacy Act (CCPA/CPRA), for eligible California residents
- Texas privacy and consumer protection standards
- The EU General Data Protection Regulation (GDPR), where applicable

Depending on your location and applicable laws, you may have additional rights beyond those described in this Policy. We will make good-faith efforts to honor valid requests consistent with applicable legal requirements.

12. Liability Disclaimer

To the fullest extent permitted by law:

- Keystone Inspections is not liable for any indirect, incidental, consequential, or punitive damages arising out of or related to the use of this Site or any data incident involving your information.
- We do not guarantee that unauthorized third parties will never be able to defeat our security measures.
- Your use of the Site and services is at your own risk.

Nothing in this Privacy Policy is intended to limit any non-waivable rights you may have under applicable law.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other factors. When we do, we will revise the “Last Updated” date at the top of the Policy. Changes are effective when posted on this page. We encourage you to review this Policy periodically.

14. Contact Information

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

CONTACT@KEYSTONEINSPECTIONS.COM

www.keystoneinspections.com

Dallas–Fort Worth, Texas