

Privacy Policy

Effective Date: July 14, 2026

Welcome to Multiple Choice Flooring ("Company," "we," "our," or "us"). We value your privacy and are committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, www.multiplechoiceflooring.com, request a quote, contact us, or interact with our advertisements on Google, Facebook, Instagram, and other platforms.

By using our website, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following information:

Personal Information

When you contact us or request a quote, we may collect:

- Name
- Email address
- Phone number
- Property address
- City or location
- Details about your flooring project
- Photos you voluntarily provide
- Any other information you choose to submit

Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Pages visited
- Time spent on pages
- Referring website
- Clicks and interactions

- Approximate geographic location

This information helps us improve our website and advertising performance.

2. How We Use Your Information

We may use your information to:

- Respond to inquiries
- Provide estimates and quotations
- Schedule consultations
- Deliver flooring products and services
- Improve our website
- Improve customer service
- Send appointment confirmations
- Follow up on requested services
- Measure advertising performance
- Detect fraud or misuse
- Comply with legal obligations

We do not sell your personal information.

3. Advertising and Analytics

We use advertising and analytics tools to understand how visitors use our website and to improve our marketing.

These may include:

- Google Ads
- Google Analytics
- Meta Pixel (Facebook & Instagram)
- Meta Conversions API
- Google Tag Manager

These technologies may collect information about:

- Pages viewed
- Time on site
- Button clicks
- Quote requests
- Form submissions
- Device information
- Browser information

- IP address
- Online identifiers

This information helps us understand which advertising campaigns generate inquiries and improve our services.

4. Cookies

Our website uses cookies and similar technologies.

Cookies help us:

- Remember user preferences
- Improve website functionality
- Measure website traffic
- Analyze visitor behavior
- Improve advertising relevance

You can disable cookies through your browser settings, although some website features may not function properly.

5. Lead Forms

If you submit a quote request or contact form, the information you provide may be stored securely and used to:

- Contact you regarding your project
- Prepare estimates
- Schedule appointments
- Provide customer support

We retain this information only as long as reasonably necessary for business and legal purposes.

6. Third-Party Service Providers

We may share information with trusted service providers that help us operate our business, including:

- Website hosting providers
- Customer relationship management (CRM) platforms
- Scheduling software
- Email service providers
- Advertising platforms

- Analytics providers
- Payment processors (if applicable)

These providers may process personal information only as necessary to perform services on our behalf.

7. Google Advertising

We may use Google Ads and related services to:

- Measure advertising effectiveness
- Track conversions
- Show relevant advertisements
- Improve campaign performance

Google may use cookies and similar technologies in accordance with its own privacy policies.

8. Meta (Facebook & Instagram)

We may use Meta technologies including:

- Meta Pixel
- Meta Conversions API
- Lead Ads

These tools help us:

- Measure ad performance
- Understand website activity
- Improve advertising campaigns
- Reach customers interested in flooring services

Information collected through these technologies is subject to Meta's privacy practices.

9. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information against unauthorized access, disclosure, alteration, or destruction.

However, no method of electronic transmission or storage can be guaranteed to be completely secure.

10. Your Rights

Depending on your location, you may have rights to:

- Access your personal information
- Request corrections
- Request deletion
- Withdraw consent where applicable
- Object to certain processing
- Request information about how your data is used

To exercise these rights, please contact us using the information below.

11. Data Retention

We retain personal information only as long as necessary to:

- Provide requested services
- Respond to inquiries
- Maintain business records
- Meet legal, accounting, or regulatory requirements

When no longer required, information is securely deleted or anonymized.

12. Children's Privacy

Our website is not intended for individuals under the age of 13.

We do not knowingly collect personal information from children.

13. Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of those websites.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically.

Changes will be posted on this page with an updated Effective Date.

15. Contact Us

If you have questions regarding this Privacy Policy or how we handle your personal information, please contact us:

Multiple Choice Flooring

Website: www.multiplechoiceflooring.com

Email: [Insert Business Email]

Phone: [Insert Business Phone Number]

Business Address: [Insert Business Address]