



Roofers' Advantage® Products, Inc.

PORTAL PRIVACY NOTICE

Last updated April 1, 2026

This Privacy Notice describes how Roofers' Advantage Products, Inc. (“Company,” “we,” “us,” or “our”) collects, processes, and discloses your personal information, which is information, or a combination of pieces of information, that can be used to identify you, or, in certain jurisdictions, your device or household.

This Privacy Notice applies to all instances in which you provide, or we otherwise collect, personal information, including, but not limited to, through or in connection with (a) our products and services, such as by registering for any of our product warranties or guarantees; (b) our emails and digital platforms, such as social media platforms, portals, websites, and applications (collectively, “our digital platforms”) that link to this Privacy Notice; and (c) our electronic communications.

This Privacy Notice covers consumers and individuals acting in a personal context. This Notice does not apply to personal information we collect from our own employees or job applicants, except as required by law. It does not apply to employees of our business partners or vendors acting in a commercial context.

Our Data Collection Practices

The following table summarizes the categories of personal information we collect, the purposes for collection, and whether we sell or share this information as defined by applicable privacy laws. We do not sell or share data of any consumers or individuals we know are under 18 years of age without affirmative opt-in consent.

Data Collection Details

Identifiers: We collect identifiers such as your name, email, mailing address, and IP address to facilitate service delivery, process warranty registrations, and respond to your inquiries. This information may be shared with our marketing partners.

Work Details: We gather work details, including your job title and business contact information, to manage business-to-business relations and track professional certifications, and this information is shared with our marketing partners.

Family Information: Our team collects family information, such as household member names, to personalize our marketing and verify warranty eligibility. We do not sell or share this specific data.

Financial Information: We collect financial information, such as credit card numbers or bank account details, strictly for the purposes of payment processing and fraud prevention, and we do not sell or share this information.

Commercial Information: We maintain commercial information, including your purchase history and warranty coverage records, to assist with order fulfillment, internal analytics, and the delivery of personalized offers, and this data is shared with our analytics partners.

Photos & Recordings: We collect photos and recordings, such as roof photos and project images, for quality assurance, claims processing, and product research, and we do not sell or share these materials with third parties.

Internet Activity: We track internet activity, such as your browsing history and interactions with our digital platforms, to optimize our website and provide targeted advertising, which involves sharing data for cross-context behavioral advertising.

General Location: We collect general location data, including your city, state, and zip code, to manage service territories and match you with local contractors, and this information is shared with our relevant partners.

What Information We Collect About You

We collect personal information primarily from these sources:

1. **Information You Provide Directly:** Information provided when purchasing products, registering warranties, or interacting with our teams.
 2. **Information Collected Automatically:** We and our service providers may use technologies like cookies, pixel tags, and web beacons to collect technical information (IP address, browser type, device identifiers) and interaction data when you visit our platforms.
 3. **Information Collected from Third Parties:** We may obtain information from business partners such as lead providers, roofing contractors, and search engines.
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How Information Is Used

We use your information to:

- Provide services and respond to inquiries.
- Qualify leads and connect you with local contractors.
- Troubleshoot and improve our products, services, and internal operations.
- Conduct online and offline marketing, including personalized advertisements.
- Communicate regarding your accounts, subscriptions, or customer satisfaction.
- Analyze statistics to understand customer preferences.

Note on SMS: We will only contact you via automated dialing systems or SMS with your prior express written consent. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes.

Who We Share Your Information With

- **Corporate Family:** Other members of our corporate structure for the reasons described above.
- **Vendors & Service Providers:** Third parties that assist with credit card processing, shipping, data management, and communication.

- **Marketing Partners & Contractors:** Third parties who may use the info for their own purposes, such as joint promotions or training certification verification.
 - **Legal Authorities:** To comply with law, respond to warrants, or protect the rights and safety of the Company.
 - **Business Successors:** As part of a prospective or completed transfer of business assets.
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Your Privacy Rights

Depending on your jurisdiction, you may have the right to:

- **Access** or receive a copy of your personal information.
- **Delete** or **Correct** certain personal information.
- **Opt-out** of the sale or sharing of your data for targeted advertising.
- **Withdraw Consent** previously provided.

To exercise these rights, please contact Roofers' Advantage at portal@roofersadvantage.com. Our websites also recognize the **Global Privacy Control (GPC)** signal as a valid request to opt-out of data collection via cookies.

State-Specific Disclosures

Residents of states including California, Colorado, Connecticut, and others may have additional rights, including the right to Appeal a denied request.

- **Nondiscrimination:** We will not discriminate against you for exercising your privacy rights.
 - **Sensitive Data:** We use and disclose "sensitive personal information" (such as precise geolocation or financial information) only for essential business purposes exempt from the "Right to Limit" under California law.
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Children's Privacy

Our digital platforms are intended for users 13 years of age or older. We do not knowingly collect personal information from children under 13. We treat all personal information of users we know to be under 18 as Sensitive Data and require affirmative opt-in consent for its use in targeted advertising.

Security and Retention

We employ security measures to protect your information; however, no system is impenetrable. We retain personal information for as long as necessary to fulfill the purposes described in this notice or as required by law (e.g., to honor extended warranties).

How to Contact Us

If you have questions or wish to exercise your rights, please contact us:

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