



# Roofers' Advantage® Products, Inc

## PRIVACY POLICY

Last updated: April 2026

### Introduction

Roofers' Advantage® Products, Inc. ("we," "our," or "us") respects your privacy and is committed to protecting your personal data. This privacy policy explains how we collect, use, disclose, and safeguard your information when you visit our website or engage with our services.

### Information We Collect

We collect information that you voluntarily provide to us when you express an interest in obtaining information about us or our products, or when you contact us directly. The information we collect includes:

- **Personal Data:** Name, email address, phone number, company name, and mailing address provided when you use our contact forms or reach out to our team.
- **Business Information:** Details regarding your trade, business operations, and professional interests related to roofing and construction that you share during our communications.
- **Derivative Data:** Information our servers automatically collect when you access the site, such as your IP address, browser type, operating system, access times, and the pages you viewed directly before and after accessing the site.

### Use of Your Information

We use the information collected via our website and direct communications to:

- Respond to your inquiries, technical questions, and customer service requests.
- Provide information regarding the **Flash Deck® System** and launch updates.
- Process your interest in the **Founding Partner** or **Certified Contractor** programs.
- Deliver professional technical briefs and product specifications.
- Improve our website functionality and product offerings.
- Send marketing and promotional communications (where you have opted-in to receive them).

### Disclosure of Your Information

We do not sell your personal data. We may share information we have collected about you in specific situations:

- **By Law or to Protect Rights:** If we believe the release of information is necessary to comply with legal processes or protect the rights, property, and safety of others.

- **Business Transfers:** In connection with any merger, sale of company assets, or acquisition.
- **Service Providers:** We may share your information with third parties that perform services for us, such as web hosting or email delivery.

### **Security of Your Information**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the data you provide to us, please be aware that no security measures are perfect, and no method of data transmission can be guaranteed against interception or misuse.

### **Your Rights**

Depending on your location, you may have the following rights regarding your personal data:

- The right to access or request a copy of the personal data we hold.
- The right to request correction of inaccurate or incomplete data.
- The right to request deletion of your data from our records.
- The right to opt-out of marketing communications at any time.

### **Cookies and Tracking**

We may use cookies and similar tracking technologies to access or store information. You can set your browser to refuse cookies; however, please note that some parts of our website may not function properly without them.

### **Changes to This Policy**

We may update this privacy policy from time to time. The updated version will be indicated by the “Last updated” date and will be effective as soon as it is accessible. We encourage you to review this policy frequently to stay informed.

### **Contact Information**

If you have questions or comments about this privacy policy, please contact us directly:

Roofers' Advantage® Products, Inc. Web: [www.roofersadvantage.com](http://www.roofersadvantage.com)

Email: [support@roofersadvantage.com](mailto:support@roofersadvantage.com)

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