

# Privacy Policy

**Effective Date:** May 12, 2026 **Last Updated:** May 12, 2026

Coconut Cleaning Co. ("Coconut Cleaning," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect, how we use and share it, and the choices and rights you have. It applies to information we collect through **coconutcleaningco.com** (the "Site"), through our lead and booking forms, by phone, by email, by text message, and in connection with the cleaning services we provide.

By using the Site or our services, you agree to the practices described in this Policy.

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## 1. Definitions

- **"Company," "we," "us," "our"** refers to Coconut Cleaning Co.
  - **"Personal Information"** means information that identifies, relates to, or could reasonably be linked to you.
  - **"Mobile Information"** means your mobile phone number and any text-message opt-in or consent data associated with it.
  - **"Service"** refers to our website, marketing communications, lead and booking systems, and our residential and commercial cleaning services.
  - **"You"** means any individual interacting with the Service.
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## 2. Information We Collect

We collect the following categories of Personal Information:

**Information you give us directly** when you submit a lead form, book a service, sign up for emails or texts, request a quote, or contact us:

- First and last name
- Email address
- Phone number (including mobile number)
- Mailing/service address
- Service preferences, requests, and comments
- Payment information (processed by our payment processor; we do not store full card numbers)

**Information collected automatically** when you use the Site:

- Device and browser information (IP address, browser type, operating system)
- Usage data (pages visited, links clicked, referring URLs, time on page)
- Cookies and similar tracking technologies (see Section 8)

**Information from third parties:**

- Advertising and analytics partners (e.g., Google, Meta) regarding ad performance and retargeting audiences

- Service providers that help us schedule, dispatch, message, or invoice customers
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### 3. How We Use Your Information

We use Personal Information to:

- Provide, schedule, and perform cleaning services
  - Communicate with you about quotes, bookings, confirmations, follow-ups, and customer support
  - Send transactional messages (appointment reminders, receipts) by email and SMS
  - Send marketing communications, including email and SMS promotions and retargeting offers, **only to people who have opted in**
  - Process payments and prevent fraud
  - Improve the Site, our services, and our marketing
  - Comply with legal obligations and enforce our Terms and Conditions
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### 4. How We Share Your Information

We share Personal Information only in the limited circumstances below:

- **With Service Providers** that perform work on our behalf — such as our SMS platform, email platform, scheduling and CRM software, payment processor, hosting provider, and analytics vendors. These providers are contractually restricted from using your information for their own marketing or any purpose other than supporting our Service.
- **With Coconut Cleaning Franchise Locations** in the city/region you request service in, so that the appropriate local team can serve you. All locations operate under this Privacy Policy.
- **For Legal Reasons** — to comply with applicable law, respond to lawful requests from public authorities, enforce our agreements, or protect the rights, property, or safety of Coconut Cleaning, our customers, or others.
- **In a Business Transfer** — in connection with a merger, acquisition, financing, reorganization, or sale of assets, in which case the recipient will be required to honor this Policy with respect to your Personal Information.
- **With Your Consent** — for any other purpose disclosed to you at the time and with your consent.

**We do not sell your Personal Information for money.** We do not share your information with third parties for those third parties' own marketing purposes.

#### Mobile Information — Special Protections

**No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.** All of the categories above exclude text-messaging originator opt-in data and consent; this information will not be shared with any third parties.

Phone numbers collected for SMS purposes are used only by Coconut Cleaning and the service providers that operate our messaging platform on our behalf, and only to deliver the messages you have opted in to receive and provide related customer support.

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## 5. SMS / Text Message Program

When you provide your mobile number and opt in to receive text messages from Coconut Cleaning (for example, by checking the SMS opt-in box on a lead, booking, or email signup form), the following terms apply:

**Program Description.** We send text messages for appointment confirmations and reminders, scheduling updates, service follow-ups, customer care, and promotional offers including retargeting offers and discounts.

**Message Frequency.** Approximately **4–8 messages per month**. Frequency may vary based on your account activity and promotions.

**Message and Data Rates.** Message and data rates may apply. Check with your mobile carrier for details.

**Opt Out.** Reply **STOP** to any message at any time to unsubscribe. You will receive a confirmation message, after which you will not receive further marketing texts. Transactional messages tied to an active booking may continue unless you cancel service.

**Help.** Reply **HELP** to any message, or contact us at (480) 544-7796 or [service@coconutcleaningco.com](mailto:service@coconutcleaningco.com).

**Supported Carriers.** Including AT&T, T-Mobile, Verizon Wireless, Sprint, Boost, U.S. Cellular, MetroPCS, and others. Carriers are not liable for delayed or undelivered messages.

**Consent Not Required for Purchase.** Agreeing to receive marketing text messages is not a condition of purchasing any goods or services from Coconut Cleaning.

**How Consent Is Collected.** SMS consent is collected through a clearly labeled opt-in checkbox on our Site forms, which is not pre-selected. You may also opt in by reply text confirmation to a one-time opt-in prompt.

**No Sharing.** As stated in Section 4, mobile information and SMS opt-in data will **not** be shared with third parties or affiliates for marketing or promotional purposes.

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## 6. Email Communications

By submitting a form, booking a service, or signing up for our email list, you consent to receive transactional and promotional emails from Coconut Cleaning, including service confirmations, follow-ups, retargeting offers, and marketing promotions. Every marketing email includes an unsubscribe link. Transactional emails related to an active booking may continue regardless of marketing preferences.

The **30% off** email signup offer is a one-time-use promotional discount available to new email subscribers only. See our Terms and Conditions for full offer terms.

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## 7. Online Advertising and Retargeting

We use third-party advertising and analytics services (such as Google Ads, Meta Ads, and similar platforms) to deliver retargeting and interest-based ads on other sites and apps. These partners may use cookies, pixels, and similar technologies to recognize your browser or device. We share **non-SMS** information such as hashed email addresses or website activity for the limited purpose of audience matching and ad measurement, consistent with the advertising platform's terms.

We do **not** share mobile phone numbers or SMS consent data with advertising partners.

You can manage interest-based advertising preferences through tools like the [Network Advertising Initiative opt-out](#), the [Digital Advertising Alliance opt-out](#), or your browser and device settings. You can also use our [Opt-Out Preferences](#) page.

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## 8. Cookies and Tracking Technologies

The Site uses cookies and similar technologies for functionality, analytics, preferences, and marketing. You can manage your cookie preferences via the consent banner on our Site or our [Opt-Out Preferences](#) page. Disabling certain cookies may affect Site functionality.

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## 9. Data Retention

We retain Personal Information only for as long as needed for the purposes described in this Policy, including:

- **Customer records:** for the duration of the customer relationship plus the period required to comply with tax, accounting, and legal obligations (typically up to 7 years).
- **Mobile numbers and SMS opt-in data:** until you opt out, plus a brief period to honor the opt-out and maintain suppression records.
- **Marketing email data:** until you unsubscribe, plus a suppression record.
- **Website usage data:** as set in our analytics tools, typically up to 26 months.

When we no longer have a legitimate business or legal reason to retain Personal Information, we delete or anonymize it.

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## 10. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect Personal Information. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

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## 11. Your Privacy Rights

Depending on where you live, you may have the following rights:

- **Access** — request a copy of the Personal Information we hold about you.
- **Correction** — ask us to correct inaccurate information.
- **Deletion** — ask us to delete your Personal Information, subject to legal exceptions.
- **Opt out of marketing** — unsubscribe from emails (link in every marketing email) or reply STOP to texts.

- **Opt out of "sale" or "sharing"** as defined under applicable state law — Coconut Cleaning does not sell Personal Information for money; if any of our online advertising activity constitutes "sharing" under your state's law, you may opt out via our [Opt-Out Preferences](#) page.
- **Non-discrimination** — we will not discriminate against you for exercising any of these rights.

To exercise any of these rights, email [service@coconutcleaningco.com](mailto:service@coconutcleaningco.com) or call **(480) 544-7796**. We will verify your identity before fulfilling your request and respond within the time required by applicable law.

### **Notice for California Residents (CCPA/CPRA)**

In the past 12 months, we have collected the following categories of Personal Information: identifiers (name, email, phone, address), commercial information (services purchased), internet activity (browsing on our Site), geolocation (general location), and inferences drawn from the above. We collect this information for the business and commercial purposes described in Section 3 and disclose it to the categories of recipients described in Section 4. We do not sell Personal Information for money and do not knowingly process the Personal Information of consumers under 16 for sale or sharing. California residents have the rights described above and may also designate an authorized agent to submit requests on their behalf.

### **Notice for Other State Residents**

Residents of states with comprehensive consumer privacy laws (including Texas, Utah, Nevada, Minnesota, Colorado, Virginia, Oregon, Connecticut, and others as enacted) have rights similar to those above. Submit requests using the contact methods in this Section.

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## **12. Children's Privacy**

The Service is not directed to children under 13, and we do not knowingly collect Personal Information from children under 13. If you believe we may have collected information from a child under 13, contact us and we will delete it.

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## **13. Third-Party Links**

The Site may contain links to third-party websites or services that we do not control. We are not responsible for the privacy practices of those third parties. Review their privacy policies before providing them information.

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## **14. Changes to This Policy**

We may update this Policy from time to time. The "Last Updated" date at the top reflects the most recent version. Material changes will be posted on this page and, where appropriate, communicated by email. Your continued use of the Service after changes are posted constitutes acceptance of the updated Policy.

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## **15. Contact Us**

For questions, requests, or complaints regarding this Privacy Policy or your Personal Information:

**Coconut Cleaning Co.** 665 E Geronimo St Chandler, AZ 85225 Phone: (480) 544-7796 Email: [service@coconutcleaningco.com](mailto:service@coconutcleaningco.com) Website: [coconutcleaningco.com](http://coconutcleaningco.com)