

SERENADE TAKEOFFS LLC

PRIVACY POLICY

How We Collect, Use, Protect, and Delete Your Information

Effective Date	April 9, 2026
Company	Serenade Takeoffs LLC
Address	7200 Star Trail Way, Roseville, CA 95747
Privacy Contact	serenadetakeoffs@gmail.com
General Contact	serenadetakeoffs@gmail.com
Governing Law	State of California

OUR COMMITMENT IN PLAIN ENGLISH:

We collect only what we need to do the job. We do not sell your data. We do not use your personal information for any purpose beyond delivering your Takeoff. We may use the structural and geometric content of plan drawings — with all personal information removed — to improve our extraction accuracy. We delete plan documents 90 days after delivery, permanently and automatically. Our business model depends on your trust, not your data.

1. Who We Are and Scope of This Policy

Serenade Takeoffs LLC ("Company," "we," "us," or "our") is a California limited liability company that provides lumber and framing material quantity estimation services. This Privacy Policy explains how we collect, use, store, protect, disclose, and delete personal information and business data when you use our Service.

This Policy applies to: our website; all order and account interactions; plan document submissions; and all communications with our team. By using the Service, you agree to the practices described here.

2. Information We Collect and Why

2.1 Account and Contact Information

When you create an account or place an order, we collect: your name, company name, email address, billing address, and phone number (optional). We use this to deliver your Takeoff, communicate about your order, send receipts, and respond to support requests.

2.2 Plan Documents

Plan documents are the most sensitive data we handle. When you submit construction plan PDFs, those documents may contain project addresses, owner information, architect and engineer names and stamps, and detailed construction information. We treat plan documents as strictly confidential. We process them solely to produce your ordered Takeoff. We do not read them for any other purpose.

2.3 Payment Information

Payment is processed by **Stripe, Inc.** We never see, store, or have access to your full credit card number, CVV, or payment card data. Stripe handles all payment card processing using PCI-DSS Level 1 compliant infrastructure — the highest level of payment security certification. We receive from Stripe only a transaction confirmation, the last four digits of your card, and a billing address for fraud prevention. Stripe's privacy policy governs Stripe's handling of your payment data: stripe.com/privacy.

2.4 Delivery and Access Logs

For each Takeoff delivery, we log: the timestamp when the download link was generated; the timestamp(s) and IP address(es) when the download link was accessed; and a SHA-256 cryptographic hash of both the submitted plan document and the delivered Takeoff document. This data constitutes our delivery audit trail and proof of delivery record.

2.5 Pre-Order Acknowledgment Records

When Customer completes checkout, we record a timestamped log of the pre-order acknowledgment checkbox completion, including: the timestamp, the IP address, the specific Terms of Service version agreed to, and the order ID. This record is retained as evidence of Customer's informed consent to the estimate nature of the Service and the no-refund policy. It is used solely for dispute resolution and chargeback defense purposes.

2.6 Communications

When you contact us by email or through our website, we retain the content of those communications to respond to you and to maintain a record of our interactions.

2.7 Website Usage Data

We automatically collect standard server log data when you visit our website: IP address, browser type and version, pages visited, referring URL, and timestamps. This data is used for security monitoring, troubleshooting, and aggregate (non-personal) service improvement analytics only.

2.8 What We Do NOT Collect

- We do not collect Social Security numbers or government ID numbers
- We do not collect health or medical information
- We do not collect biometric data
- We do not collect information from or about children under 18
- We do not use tracking pixels or cross-site behavioral advertising cookies
- We do not use your personal information or project identity to train machine learning models
- We do not purchase or receive data from data brokers

3. Data Retention Schedule

We retain information only as long as necessary for the stated purpose or as required by law. The following schedule governs all data we hold:

Data Type	Why Collected	How Long We Keep It	Shared With
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Plan Documents (PDFs)	Process your Takeoff	90 days after delivery, then permanently and automatically deleted	No one — internal processing systems only
Delivered Takeoffs	Dispute resolution, redelivery requests	90 days after delivery	You and parties you authorize
Audit Records (hashes only)	Proof of delivery, dispute resolution, legal compliance	7 years — hash records only, no plan content	No one, unless required by law
Account & Contact Info	Service delivery, billing, support	Duration of account + 3 years after closure	Stripe (billing only)
Payment Records	Billing, tax compliance, fraud prevention	7 years (IRS requirements)	Stripe
Delivery & Access Logs	Proof of delivery, dispute resolution	7 years	No one, unless required by law
Email Communications	Support history, dispute context	3 years from last interaction	No one
Website Logs	Security, troubleshooting	90 days, then deleted	No one

90-DAY PLAN DOCUMENT DELETION: Plan documents you submit are permanently and automatically deleted from all Company systems 90 days after Takeoff delivery. This is a hard system-enforced commitment, not a discretionary policy. We do not use your personal information for any training purpose. Any use of plan content for service improvement uses anonymized geometric data only, with all personal information removed before use, as described in Section 4A.

4. How We Use Your Information

We use the information we collect exclusively for the following purposes. We do not use your information for any other purpose without your explicit consent:

- Delivering your ordered Takeoff and related communications
- Processing payment through Stripe
- Maintaining delivery audit trails and proof of delivery records
- Responding to your support requests, questions, and warranty claims
- Maintaining records for legal and tax compliance obligations
- Detecting and preventing fraud, abuse, and security threats
- Improving Service accuracy using anonymized geometric content from plan documents, with all personal information removed before use (see Section 4A)
- Sending transactional emails (order confirmations, delivery notifications, receipts)

We do NOT use your information for: advertising, behavioral tracking, sale to third parties, data brokerage, or any purpose not listed above. We do not use your personal information — your name, address, or project identity — for any training or modeling purpose. See Section 4A for our full service improvement policy.

4A. Use of Plan Content for Service Improvement

Serenade Takeoffs LLC may use the **structural, geometric, and construction-related content** of submitted plan documents to improve the accuracy and capability of our extraction technology. This includes: wall configurations and framing patterns; holddown symbol layouts and counts; dimension string formats and scale conventions; roof geometry; and material quantity relationships.

Before any plan content is used for this purpose, we apply a **personal information removal process** that strips all personally identifiable information from the document, including: owner name and contact information; project address and parcel number; architect name, firm, and license number; engineer name, firm, stamp, and signature; contractor information; permit numbers; and any other information that identifies a specific person or project.

What remains after this process is pure construction geometry — framing layouts, wall configurations, structural patterns, and material quantities — which contains no personal information. This anonymized geometric content is what we use to train and improve our extraction engine.

We never use your name, your project address, your architect identity, or any other personally identifiable information for any training, modeling, analytics, or improvement purpose. The ground truth quantity data derived from your Takeoff — for example, that a particular framing configuration contains a certain number of holddowns — may be used in aggregate statistical form to improve formula accuracy, with no connection to your identity or project.

YOUR RIGHTS REGARDING TRAINING USE: You may opt out of having your plan documents used for service improvement by notifying us in writing at serenadetakeoffs@gmail.com before or at the time of your order. Opting out does not affect the quality of your Takeoff or your rights under these Terms. Your personal information is never used for training regardless of whether you opt out.

5. Information Sharing and Disclosure

5.1 No Sale of Data — Ever

We do not sell, rent, trade, lease, or otherwise transfer your personal information or plan documents to any third party under any circumstances, including to data brokers, advertisers, analytics platforms, or any other commercial entity. This is an unconditional commitment.

5.2 Service Providers

We share limited information with service providers who help us operate the Service. These providers are contractually bound to: use your data only for the specific service they provide to us; maintain confidentiality; implement appropriate security measures; and prohibit any secondary use of your data. Our current service providers and their roles are:

Stripe, Inc.	Payment processing. Receives billing address and payment card data only. stripe.com/privacy
Cloud Infrastructure	Secure document storage and processing. Subject to data processing agreement. Plan documents encrypted at rest.
Email Service Provider	Transactional email delivery (order confirmations, delivery links). Receives email address only.

5.3 Legal Requirements

We may disclose information when required by: a valid court order, subpoena, or judicial process; a lawful request from a government authority with jurisdiction; or when required to comply with applicable law. We will notify you of any such request to the extent permitted by law, and we will seek to narrow the scope of any compelled disclosure.

5.4 Business Transfers

If Serenade Takeoffs LLC is acquired, merges with another entity, or sells substantially all of its assets, your information may be transferred as part of that transaction. We will provide at least 30 days advance notice to your email address on file before any such transfer, and the acquiring entity will be bound by this Privacy Policy or a successor policy that provides equivalent or greater protection.

5.5 Protection of Rights

We may disclose information if we reasonably believe it is necessary to: protect the rights, property, or safety of Company, our customers, or the public; detect, prevent, or address fraud or security issues; or enforce our Terms of Service.

6. Data Security

We implement the following technical and organizational security measures to protect your information:

- Encryption in transit: all data transmitted to and from our systems uses TLS 1.2 or higher
- Encryption at rest: plan documents and Takeoffs are encrypted using AES-256
- Access controls: plan documents are accessible only to automated processing systems; human access requires two-person authorization and is logged
- Audit logging: all access to plan documents and delivery records is logged with timestamp and identity
- Automated deletion: system-enforced deletion of plan documents at the 90-day mark
- Payment security: no payment card data stored on Company systems; all handled by Stripe
- Regular security reviews: we review and update our security practices periodically

No security system is perfect. In the event of a data security incident involving your personal information or plan documents, we will notify you within 72 hours of discovery in accordance with California law. The notification will describe: the nature of the incident; the categories of information affected; the steps we are taking to address it; and recommended steps you can take to protect yourself.

7. California Privacy Rights (CCPA / CPRA)

Because Serenade Takeoffs LLC is a California business and serves California residents, we are subject to the **California Consumer Privacy Act (CCPA)** as amended by the **California Privacy Rights Act (CPRA)**. California residents have the following rights regarding their personal information:

7.1 Right to Know

You have the right to request that we disclose: the categories of personal information we have collected about you; the specific pieces of personal information we hold; the sources from which we collected it; our business purposes for collecting it; and the categories of third parties with whom we share it.

7.2 Right to Delete

You have the right to request deletion of personal information we have collected from you, subject to certain exceptions (including information needed for legal compliance, fraud prevention, or to complete an active transaction).

7.3 Right to Correct

You have the right to request correction of inaccurate personal information we maintain about you.

7.4 Right to Opt Out of Sale or Sharing

We do not sell or share your personal information for cross-context behavioral advertising. You therefore have no sale to opt out of. If this changes, we will provide an explicit opt-out mechanism and update this Policy.

7.5 Right to Limit Use of Sensitive Personal Information

We do not use sensitive personal information beyond what is necessary to provide the Service. We do not use sensitive information for profiling or advertising.

7.6 Right to Non-Discrimination

We will not discriminate against you for exercising any CCPA rights. We will not deny you service, charge different prices, provide a different quality of service, or retaliate against you for exercising your privacy rights.

7.7 How to Submit a California Privacy Request

To exercise any of the rights above, submit a verifiable consumer request to:

Email	serenadetakeoffs@gmail.com
Mail	Serenade Takeoffs LLC, Attn: Privacy Request, 7200 Star Trail Way, Roseville, CA 95747
Response Time	45 days (with one permitted 45-day extension if needed)
Verification	We will verify your identity before processing any request
Authorized Agent	You may designate an authorized agent to submit requests on your behalf with written authorization

We will confirm receipt of your request within 10 days and complete our response within 45 days. We may extend this period by an additional 45 days when reasonably necessary, with prior notice.

8. Cookies and Tracking Technologies

Our website uses the following types of cookies and similar technologies:

Essential Cookies	Required for login sessions, authentication, and basic website function. Cannot be disabled without breaking the Service.
Security Cookies	Detect and prevent fraud and security threats. Cannot be disabled.
Preference Cookies	Remember your settings and preferences (optional). You can disable these in your browser settings.

Analytics	We use privacy-respecting analytics that do not share individual user data with third parties. Aggregate data only.
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We do NOT use: third-party advertising cookies; cross-site tracking pixels; behavioral profiling cookies; or cookies from social media platforms. You can control cookie settings in your browser. Disabling essential cookies may impair your ability to use the Service.

9. Children's Privacy

Our Service is intended exclusively for business use by adult construction professionals. We do not knowingly collect, process, or store personal information from individuals under 18 years of age. If we discover we have inadvertently collected information from a minor, we will delete it promptly. If you believe we may have collected information from or about a minor, please contact us immediately at serenadetakeoffs@gmail.com.

10. Data Transfers

Serenade Takeoffs LLC is based in California and processes data in the United States. If you are located outside the United States, your information will be transferred to, processed, and stored in the United States. U.S. privacy laws may differ from those in your country. By using our Service, you consent to this transfer. We take steps to ensure that your information receives adequate protection wherever it is processed.

11. Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices, technology, legal requirements, or business operations. When we make material changes, we will: update the Effective Date at the top of this Policy; send an email notification to the address on file at least 30 days before changes take effect; and post a prominent notice on our website. Your continued use of the Service after the effective date of changes constitutes your acceptance of the updated Policy. If you do not accept the changes, you may close your account and request deletion of your data before the effective date.

12. Contact Us

For all privacy-related questions, requests, or concerns:

Privacy Requests	serenadetakeoffs@gmail.com
General Support	serenadetakeoffs@gmail.com
Legal Notices	serenadetakeoffs@gmail.com
Mailing Address	Serenade Takeoffs LLC7200 Star Trail WayRoseville, CA 95747
Response Time	Privacy requests: 45 days. General inquiries: 2 business days.

Breach Notification

72 hours of discovery for security incidents affecting your data

— *END OF PRIVACY POLICY* —

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