

# Privacy Policy

Effective Date: September 1, 2024

Keajan, Inc. dba Stern Gutters (“Stern Gutters”, “we”, “us” or “our”) respects your privacy. When it comes to your personal information, we believe in transparency, not surprises. That’s why we’ve set out here what personal information we collect, what we do with it and your choices and rights.

By using any of Stern Gutters’ Services, you confirm you have read and understood this Privacy Policy.

1. Some key terms

In our Privacy Policy, when we refer to “Users”, we mean our customers who use our Services, including visitors to our sites. Any other capitalized terms not defined in this Privacy Policy have the meanings of our [General Terms and Conditions](#).

2. How does this Privacy Policy apply?

This Privacy Policy describes what we do with personal information that we collect and use for our own purposes (i.e., where we are a controller), such as your account information and information about how you use and interact with our Services, including information you submit to our customer support. This Privacy Policy does not apply to personal information of our employees or job applicants. This Privacy Policy also includes the right to object to certain types of processing we carry out (see Section 7 below to find out more).

We may use cookies and similar technologies.

With respect to personal information in Stern Gutters’ possession, we play a few different roles under global data privacy laws. In order to understand your and Stern Gutters’ obligations, it’s important to understand the difference between Stern Gutters Controlled PI and User Controlled PI.

“Stern Gutters Controlled PI” means personal information for which Stern Gutters determines the purposes and means of processing. This Privacy Policy and this additional U.S. state information page only address Stern Gutters Controlled PI.

We explain below how we collect and use Stern Gutters Controlled PI and your rights.

3. Personal information we collect

We collect various personal information regarding you or your device. This includes the following:

- Information you provide to request a service from us, specifically email address, first name and last name.
- Information you provide if you sign up for paid services or hire us to work on your property. For most paid services, this will include your billing address as well as a portion of your payment information which is provided to us from our payment processor (such as the last four digits, the country of issuance and the expiration date of the payment card).
- The emails and other communications that you send us or otherwise contribute, such as customer support inquiries or posts to our customer message boards or forums. Please be aware that information on public parts of our sites is available to others.
- Information you share with us in connection with surveys, contests or promotions.
- Information we get from our partners to support our marketing initiatives, improve our services and better monitor, manage and measure our ad campaigns, such as details about when a partner of ours shows you one of our ads on or via its advertising platform.
- Other information you submit to us directly or through third party services.

4. How we collect personal information

We obtain personal information from various sources. We do this in three main ways:

- You provide some of it directly (such as by submitting a contact us form or by registering for an account if such feature is available).
- We record some of it automatically when you use our services (including with technologies like cookies).
- We receive some of it from third parties.

We’ve described this in more detail below.

a. Personal information you provide

When you use our services, we collect information from you in a number of ways. For instance, we ask you to provide your name and email address to register and manage your account. We also may maintain your marketing preferences and the emails and other communications that you send us or otherwise contribute, such as customer support inquiries or posts to our customer message boards or forums. You might also provide us with information in other ways, including by responding to surveys, submitting a form or participating in contests or similar promotions.

b. Personal information obtained from other sources

Currently, our payment processors are Jobber and Stripe. Stripe uses and processes your complete payment information in accordance with [Stripe's privacy policy](#).

c. Consent for SMS communication

Information obtained as part of the SMS consent process will not be shared with third parties.

Types of SMS Communications: If you have consented to receive text messages from Stern Gutters, you may receive text messages related to scheduling, appointment reminders, and account status updates.

Standard Messaging Disclosure:

- Message and data rates may apply. The rate depends on the mobile carrier and you should contact your current carrier to obtain information about the rate.
- You acknowledge that by voluntarily providing your telephone number(s), you expressly agree to receive recurring automated text messages (such as SMS, MMS, or successor protocols or technologies) from Us concerning Our products, services, offers, promotions, and transactions, as well as your relationship with Us. You understand that consent is not required to make any purchase from Us. Message and data rates may apply. Amount of messages per month may vary depending on the schedule of work you contract us to do and the status of your account.
- You can opt-out at any time by texting "STOP." No further SMS communication will be sent.
- For assistance, text "HELP" or visit our website <https://sternguttersnj.com>
- If you want to obtain more information, check our [Privacy Policy](#) and [SMS Terms](#).

5. How we use your personal information

We use the personal information we obtain about you for the following purposes:

- Provision of the services.
- Communicating with you. Communicate with you, including by sending you emails about your transactions and service-related announcements.
- Surveys and contests. Administer surveys, contests and other promotions.
- Promotion. Promote our services and send you tailored marketing communications about products, services, offers, programs and promotions of Stern Gutters and our partners and measure the success of those campaigns. For example, we may send different marketing communications to you based on your subscription plan or what we think may interest you based on other information we hold about you.
- Advertising. Analyze your interactions with our services and third parties' online services so we can tailor our advertising to what we think will interest you. For example, we may decide not to advertise our services to you on a social media site if you already signed up for paid services or we may choose to serve you a particular advertisement based on your subscription plan or what we think may interest you based on other information we hold about you.
- Customizing the services. Provide you with customized services. For example, we use your location information to determine your language preferences or display accurate date and time information.
- Improving our services. Analyze and learn about how the services are accessed and used, evaluate and improve our services (including by developing new products and services and managing our communications) and monitor and measure the effectiveness of our advertising. We usually do this based on anonymous, pseudonymized or aggregated information which does not identify you directly.
- Security. Ensure the security and integrity of our services. If you use the
- Third party relationships. Manage our vendor and partner relationships.
- Enforcement. Enforce our general terms and conditions and other legal terms and policies.
- Protection. Protect our and others' interests, rights and property (e.g., to protect our users from abuse).
- Complying with law. Comply with applicable legal requirements, such as tax and other government regulations and industry standards, contracts or law enforcement requests.

We process your personal information for the above purposes when:

- Consent. You have consented to the use of your personal information in a particular way. When you consent, you can change your mind at any time.

- Performance of a contract. We need your personal information to provide you with services and products requested by you, or to respond to your inquiries. In other words, so we can perform our contract with you or take steps at your request before entering into one. For example, we need your email address so you can sign in or view your Stern Gutters dashboard on Jobber.
- Legal obligation. We have a legal obligation to use your personal information, such as to comply with applicable tax and other government regulations or to comply with a court order or binding law enforcement request.
- Legitimate interests. We have a legitimate interest in using your personal information, but we won't process your information if your interests, or your fundamental rights and freedoms, override ours. In particular, we have a legitimate interest in the following cases:
  - To operate the Stern Gutters business and provide you with tailored advertising and communications to develop and promote our business.
  - To analyze and improve the safety and security of our services - we do this as it is necessary to pursue our legitimate interests in ensuring Stern Gutters is secure, such as by implementing and enhancing security measures and protections and protecting against fraud, spam and abuse.
  - To provide and improve the services, including any personalized services - we do this as it is necessary to pursue our legitimate interests of providing an innovative and tailored offering to our Users on a sustained basis.
  - To share your personal information with other Stern Gutters group companies that help us provide and improve the services.
  - To comply with a court order or binding law enforcement request.
  - To anonymize and subsequently use anonymized information.
- Protecting you and others. To protect your vital interests, or those of others.
- Others' legitimate interests. Where necessary for the purposes of a third party's legitimate interests, such as our partners who have a legitimate interest in delivering tailored advertising to you and monitoring and measuring its effectiveness.

#### 6. How we share your personal information

We share personal information in the following ways:

- SMS consent or phone numbers collected for SMS purposes will not be shared under any circumstances for marketing purposes.
- Affiliates. We share personal information with our affiliates when it is reasonably necessary or desirable, such as to help provide services to you or analyze and improve the services we or they provide.
- Payments services with third party service providers.
- Business partners. We may share personal information with business partners. For example, we may share your personal information when our services are integrated with their third party services, but only when you have been informed or would otherwise expect such sharing.
- Service providers. We share personal information with our service providers that perform services on our behalf. For example, we may use third parties to help us provide customer support, manage our advertisements on other sites, send marketing and other communications on our behalf or assist with data storage.
- Process payments. We transmit some of your personal information via an encrypted connection to our payment processor.
- Following the law or protecting rights and interests. We disclose your personal information if we determine that such disclosure is reasonably necessary to comply with the law, protect our or others' rights, property or interests (such as enforcing our general terms and conditions) or prevent fraud or abuse of Stern Gutters. In particular, we may disclose your personal information in response to lawful requests by public authorities, such as to meet national security or law enforcement requirements.
- Advertising. We share personal information with third parties so they and we can provide you with tailored advertising and measure and monitor its effectiveness. For example, we may share your pseudonymized email address with a third party social media platform on which we advertise to avoid serving Stern Gutters ads to people who already use Stern Gutters.
- Business transfers. If we're involved in a reorganization, merger, acquisition or sale of some or all of our assets, your personal information may be transferred as part of that deal or the negotiation of contemplated deals.

#### 7. Your rights and choices

Where applicable law requires (and subject to any relevant exceptions under law), you may have the right to access, update, change or delete personal information.

You can also elect not to receive marketing communications by changing your preferences in your account or by following the unsubscribe instructions in such communications.

You can also elect not to receive SMS or text communications by opting out from such communication by responding STOP to the latest SMS or text communication.

Please note that, for technical reasons, there is likely to be a delay in deleting your personal information from our systems when you ask us to delete it. We also will retain personal information in order to comply with the law, protect our and others' rights, resolve disputes or enforce our legal terms or policies, to the extent permitted under applicable law.

You may have the right to restrict or object to the processing of your personal information or to exercise a right to data portability under applicable law. You also may have the right to lodge a complaint with a competent supervisory authority, subject to applicable law.

Additionally, if we rely on consent for the processing of your personal information, you have the right to withdraw it at any time and free of charge. When you do so, this will not affect the lawfulness of the processing before your consent withdrawal.

8. How we protect your personal information

While no service is completely secure, we rely on third parties and paid services who are significantly larger and have significantly more resources at their disposal to maintain administrative, technical and physical safeguards that are intended to appropriately protect against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse and any other unlawful form of processing, of the personal information in our possession.

9. How we retain your personal information

We retain personal information regarding you or your use of the services for as long as your account is active or for as long as needed to provide you with the services. We also retain personal information for as long as necessary to achieve the purposes described in this Privacy Policy, for example, to comply with our legal obligations, to protect us in the event of disputes and to enforce our agreements and to protect our and others' interests.

The precise periods for which we keep your personal information vary depending on the nature of the information and why we need it. Factors we consider in determining these periods include the minimum required retention period prescribed by law or recommended as best practice, the period during which a claim can be made with respect to an agreement or other matter, whether the personal information has been aggregated or pseudonymized, and other relevant criteria. For example, the period we keep your email address is connected to how long your account is active, while the period for which we keep a support message is based on how long has passed since the last submission in the thread.

You may delete your account by contacting us at [privacy@sterngutters.com](mailto:privacy@sterngutters.com) and Stern Gutters will delete the personal information it holds about you (unless we need to retain it for the purposes set out in this Privacy Policy).

Please note that in the course of providing the services, we collect and maintain aggregated, anonymized or de-personalized information which we may retain indefinitely.

10. Data transfers

Personal information that you submit through the services may be transferred to countries other than where you live. We also store personal information locally on the devices you use to access the services.

Your personal information may be transferred to countries that do not have the same data protection laws as the country in which you initially provided the information. For example, data we store may be accessible to law enforcement and national security authorities under certain circumstances.

11. Updates to this Privacy Policy

We'll update this Privacy Policy from time to time to reflect changes in technology, law, our business operations or any other reason we determine is necessary or appropriate. When we make changes, we'll update the "Effective Date" at the top of the Privacy Policy and post it on our site. If we make material changes to it or the ways we process personal information, we'll notify you (by, for example, prominently posting a notice of the changes on our sites before they take effect or directly sending you a notification).

We encourage you to check back periodically to review this Privacy Policy for any changes since your last visit. This will help ensure you better understand your relationship with us, including the ways we process your personal information.

12. How to contact us

If you have questions, comments or complaints about this Privacy Policy or our privacy practices or if you would like to exercise your rights and choices, please email us at [privacy@sterngutters.com](mailto:privacy@sterngutters.com), or write to us at:

Keajan, Inc. dba Stern Gutters  
Attention: Legal - Privacy  
45 Harding Drive, South Orange, NJ 07079