



PRIVACY POLICY

ScaleMyHVAC — HVAC Growth Partners

Bolton, Ontario, Canada | agency@scalemyhvac.com

Last Updated: June 4, 2026

ScaleMyHVAC ("we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our websites (scalemyhvac.com, onboardingscalemyhvac.com) or use our services.

This policy complies with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), the Canadian Anti-Spam Legislation (CASL), and applicable US privacy laws including the California Consumer Privacy Act (CCPA) where applicable.

1. INFORMATION WE COLLECT

We collect the following types of personal information:

Information you provide directly:

- Name, email address, phone number
- Business name, address, and service area
- Meta Business Manager ID and Ad Account ID
- Business performance data (revenue, lead volume, job value)
- Signed agreement documents (PDF uploads)
- Any other information submitted through our forms or during onboarding

Information collected automatically:

- IP address and browser type
- Pages visited and time spent on our websites
- Referring URLs
- Device type and operating system
- Cookie and tracking pixel data (Meta Pixel, Google Analytics) — when active

2. HOW WE COLLECT INFORMATION

We collect information through:

- Contact and lead capture forms on our websites
- The Book Like Crazy free resource opt-in form
- The client onboarding form
- The client agreement submission form
- Call booking and calendar scheduling
- Email and SMS communications

- Cookies and tracking pixels on our websites (Meta Pixel, Google Analytics — when active)
- GoHighLevel (GHL) CRM platform

3. HOW WE USE YOUR INFORMATION

We use your personal information to:

- Deliver our marketing and appointment setting services
- Communicate with you about your account, campaigns, and results
- Send you the free resources you requested
- Send appointment confirmations, reminders, and follow-ups via SMS and email
- Process payments through Stripe
- Build and manage your advertising campaigns on Meta
- Set up and operate your GHL CRM sub-account
- Improve our websites and services
- Comply with legal obligations

We will not sell, rent, or trade your personal information to third parties for their own marketing purposes.

4. THIRD PARTY SERVICE PROVIDERS

We share your information with trusted third-party service providers only as necessary to deliver our services:

- Meta (Facebook/Instagram) — for running your advertising campaigns
- GoHighLevel (GHL) — for CRM, automation, and appointment management
- Stripe — for payment processing
- Google (Google Meet, Google Analytics) — for video calls and website analytics
- Retell AI — for AI-powered calling agents
- Make.com — for workflow automation

Each of these providers has their own privacy policies governing the use of your information. We encourage you to review them.

5. COOKIES & TRACKING

Our websites use cookies and similar tracking technologies to improve user experience and measure marketing performance. This includes:

- Essential cookies — required for the website to function
- Analytics cookies — to understand how visitors use our site (Google Analytics)
- Marketing cookies — to measure ad campaign performance (Meta Pixel)

You can control cookie preferences through your browser settings. Disabling certain cookies may affect website functionality. By continuing to use our websites, you consent to our use of cookies as described in this policy.

6. SMS & EMAIL COMMUNICATIONS

By submitting your phone number or email address through any of our forms, you consent to receive SMS messages and emails from ScaleMyHVAC related to your inquiry, free resource, onboarding process, or ongoing service.

You may opt out of SMS communications at any time by replying STOP. You may unsubscribe from emails by clicking the unsubscribe link in any email we send. Opting out of marketing communications will not affect transactional messages related to your active service agreement.

7. DATA RETENTION

We retain your personal information for as long as necessary to deliver our services and comply with legal obligations. Specifically:

- Active client data is retained for the duration of the service agreement plus 2 years
- Lead and prospect data is retained for up to 1 year from last contact
- Signed agreements and financial records are retained for 7 years as required by law

You may request deletion of your data at any time by contacting us at agency@scalemyhvac.com, subject to our legal retention obligations.

8. YOUR RIGHTS

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

Canadian residents (PIPEDA):

- Right to access your personal information
- Right to correct inaccurate information
- Right to withdraw consent for non-essential processing
- Right to file a complaint with the Office of the Privacy Commissioner of Canada

California residents (CCPA):

- Right to know what personal information is collected
- Right to delete personal information
- Right to opt-out of the sale of personal information (we do not sell data)
- Right to non-discrimination for exercising your privacy rights

To exercise any of these rights, contact us at agency@scalemyhvac.com.

9. DATA SECURITY

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security.

10. CHILDREN'S PRIVACY

Our websites and services are intended for business owners and professionals. We do not knowingly collect personal information from anyone under the age of 18. If we become aware that we have collected data from a minor, we will delete it promptly.

11. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Changes will be posted on our websites with an updated "Last Updated" date. Your continued use of our websites or services after any changes constitutes your acceptance of the updated policy.

12. CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

ScaleMyHVAC | agency@scalemyhvac.com | Bolton, Ontario, Canada

