

Privacy Policy

Effective Date: May 9, 2026

New Braunfels, Texas | Last Reviewed: May 9, 2026

1. INTRODUCTION & ABOUT THIS POLICY

The Air Necessities is a locally owned and operated HVAC (heating, ventilation, and air conditioning) service company proudly serving New Braunfels, Texas and the surrounding communities. We are committed to providing reliable, high-quality climate comfort services — and to treating your personal information with the same care and respect we bring to every job.

This Privacy Policy explains what information we collect when you visit our website or interact with us online, how we use and protect that information, who we may share it with, and what rights you have regarding your personal data. This policy applies to information collected through our website, online booking and contact forms, and other digital channels operated by The Air Necessities.

By using our website or submitting information through our online forms, you acknowledge the practices described in this policy.

Questions About This Policy?

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

Email: chance@theairnecessities.com Phone:

2. INFORMATION WE COLLECT

We collect information in several ways depending on how you interact with us. Below is a clear breakdown of what we collect and where it comes from.

A. Information You Provide Directly

When you fill out a form on our website — such as a contact form, service booking request, quote request, or financing inquiry — you may provide us with:

- Your full name
- Home or service address
- Phone number and email address
- Details about your HVAC system or service needs
- Preferred appointment dates and times
- Payment information (processed securely through our payment processor — we do not store full card numbers)
- Financing application data, if you apply for a financing option through one of our lending partners

B. Information Collected Automatically

When you visit our website, certain information is collected automatically through cookies and tracking technologies. This may include:

- Your IP address and general geographic location
- Browser type and version
- Device type (desktop, mobile, tablet)
- Operating system

- Pages you visit on our site and how long you spend on each
- The website that referred you to ours
- Date and time of your visit
- Interactions with our forms, buttons, and page elements

This information is collected using cookies, tracking pixels, and similar technologies. See **Section 4** for a full explanation of these tools.

C. Information from Third Parties

We may also receive information about you from third-party sources, including:

- **Advertising platforms** such as Meta (Facebook/Instagram) and Google, which may provide us with aggregated or anonymized data about how users interact with our ads
- **Analytics providers** that help us understand website traffic and visitor behavior
- **Referral sources** if you were directed to us through a partner or listing service

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- **Scheduling and completing HVAC services** — to book appointments, dispatch technicians, and deliver the services you request
- **Sending service confirmations and reminders** — to confirm appointments and remind you of upcoming visits via email or text
- **Responding to inquiries** — to answer questions you submit through our contact or quote request forms

- **Sending marketing and promotional communications** — such as seasonal HVAC tips, service specials, or maintenance reminders (you may opt out at any time)
- **Running targeted advertising** — to show relevant ads to past website visitors on platforms such as Facebook, Instagram, and Google
- **Improving our website and services** — to understand how visitors use our site and identify areas for improvement
- **Processing payments and financing** — to facilitate payment for services and, if applicable, connect you with financing partners
- **Maintaining customer records** — to track service history, equipment information, and warranty details in our customer relationship management (CRM) system
- **Complying with legal obligations** — to meet requirements under applicable federal and state laws

We use your information only for the purposes listed above. We do not sell your personal information to data brokers or use it in ways that are inconsistent with this policy.

4. COOKIES AND TRACKING TECHNOLOGIES

What are cookies? Cookies are small text files that a website stores on your browser or device when you visit. They help the site remember your preferences, track usage, and deliver relevant content. Tracking pixels are tiny, invisible images embedded in web pages or emails that signal when a page has been loaded or an action has been taken.

Our website uses the following cookies and tracking tools:

A. Google Analytics

We use Google Analytics to understand how visitors find and use our website. Google Analytics collects information such as pages visited, time spent on each

page, session duration, and general geographic location (at the city level). This data is aggregated and does not directly identify you by name.

To opt out of Google Analytics tracking across all websites, you may install the Google Analytics Opt-Out Browser Add-on at: tools.google.com/dlpage/gaoptout

B. Meta Pixel (Facebook/Instagram)

We use the Meta Pixel — a tracking tool provided by Meta Platforms, Inc. — to measure the effectiveness of our advertising on Facebook and Instagram. The Meta Pixel tracks actions visitors take on our website (such as visiting a page or submitting a form) and uses that information to help us show relevant ads to past visitors and build custom audiences for future campaigns.

You can manage your ad preferences on Facebook and Instagram through your account's Ad Preferences settings at facebook.com/ads/preferences. You may also opt out of interest-based advertising through the Digital Advertising Alliance at optout.aboutads.info.

C. Wix Platform Cookies

Our website is built on the Wix platform. Wix sets certain essential cookies that are necessary for the website to function properly, including cookies that manage your session, remember form data, and ensure security. These cookies cannot be disabled without affecting core site functionality.

D. Managing Your Cookie Preferences

You can control or delete cookies through your browser settings. Most browsers allow you to refuse new cookies, delete existing cookies, or alert you when a new cookie is set. Please note that disabling certain cookies may affect the functionality of our website. For instructions specific to your browser, visit its Help section or a resource such as allaboutcookies.org.

5. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information to third parties for their own marketing purposes. We share your information only as described below, and only as necessary to operate our business and serve you.

A. Service Providers

We work with trusted third-party vendors who assist us in running our business. These providers may have access to your personal information only to perform services on our behalf and are contractually required to keep it confidential. These include:

- **CRM software providers** — to store and manage customer contact information and service history
- **Online scheduling and appointment booking platforms** — to manage appointments and send confirmations
- **Payment processors** — to securely handle payment transactions
- **Financing partners** — if you apply for financing, your application data is shared with the applicable lending institution
- **Email marketing and communication platforms** — to send service reminders and promotional messages
- **Website hosting (Wix)** — to operate and maintain our website

B. Advertising Platforms

We share limited data with advertising platforms, including Meta (Facebook/Instagram) and Google, to deliver and measure the effectiveness of our online advertising campaigns. This may include hashed contact information or pixel-collected behavioral data used to build advertising audiences.

C. Legal Compliance

We may disclose your information if required to do so by law, regulation, court order, or governmental authority — or when we believe disclosure is necessary to protect the safety of any person or to protect our legal rights.

D. Business Transfers

In the event that The Air Necessities is sold, merged, or its assets are transferred to another company, your personal information may be transferred as part of that transaction. We will notify you via email or a prominent notice on our website if such a change occurs, and we will describe your choices at that time.

Our Commitment

We do not sell your personal information to data brokers or to any third party for their own independent marketing or commercial purposes. Period.

6. DATA RETENTION

We retain your personal information for as long as is necessary to fulfill the purposes described in this policy, unless a longer retention period is required or permitted by law. Specifically:

- **Customer records** (contact information, service history, equipment records) are retained for the duration of our business relationship and for 3 to 5 years afterward, to support warranty claims, service history inquiries, and applicable legal or tax requirements.
- **Form submissions and inquiry data** are retained as long as needed to respond to your request and for a reasonable period afterward in case of follow-up.
- **Website analytics data** (collected via Google Analytics) is retained according to the data retention settings configured in our Google Analytics account, typically 14 months for user-level and event-level data.
- **Advertising audience data** (collected via Meta Pixel and Google Ads tools) is managed according to the retention policies of those platforms.

- **Payment records** are retained as required by financial and tax regulations, typically 7 years.

When personal information is no longer needed, we delete it or anonymize it in a manner appropriate to the medium in which it is stored.

7. YOUR PRIVACY RIGHTS

Depending on where you live, you may have certain rights regarding your personal information. We are committed to honoring these rights and responding to your requests promptly.

A. Texas Residents — Texas Data Privacy and Security Act (TDPSA)

If you are a resident of Texas, you have the following rights under the Texas Data Privacy and Security Act (TDPSA), effective July 1, 2024:

- **Right to Know:** You have the right to know whether we are processing your personal data.
- **Right to Access:** You have the right to access the personal data we hold about you.
- **Right to Correct:** You have the right to request that we correct inaccurate personal data we hold about you.
- **Right to Delete:** You have the right to request that we delete personal data we have collected from or about you.
- **Right to Opt Out:** You have the right to opt out of the processing of your personal data for purposes of:
 - Targeted advertising
 - The sale of personal data
 - Profiling in furtherance of decisions that produce legal or similarly significant effects

As of January 1, 2025, you may also exercise your opt-out rights through a universal opt-out mechanism recognized under Texas law, where technically feasible on our platform.

How to Submit a Request: Email us at admin@theairnecessities.com with the subject line "**Privacy Rights Request**" and describe the right you wish to exercise. We will respond within **45 days** of receiving your verified request. If we need more time, we will notify you of the extension and the reason for it.

Right to Appeal: If we decline to take action on your request, you have the right to appeal our decision. To appeal, email us at atadmin@theairnecessities.com with the subject line "**Privacy Rights Appeal**" within a reasonable time after receiving our response. We will respond to your appeal within 60 days.

B. California Residents — CCPA/CPRA

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know, delete, correct, and opt out of the sale or sharing of your personal information. While The Air Necessities is a Texas-based business, we respect the privacy rights of all customers regardless of state. To submit a California privacy rights request, please email us at admin@theairnecessities.com with the subject line "**Privacy Rights Request**", and we will respond in accordance with applicable law.

C. All Users — General Rights

- **Opt out of marketing emails:** Every marketing email we send includes an unsubscribe link. You may click that link at any time to stop receiving promotional communications from us. This will not affect transactional messages related to your scheduled services.
- **Request data deletion:** Any user may request that we delete personal information we hold about them by contacting us at admin@theairnecessities.com. We will honor deletion requests to the extent not prevented by legal, regulatory, or contractual obligations.

- **Update your information:** If your contact information or service address has changed, please reach out so we can keep your records accurate.

D. EU/EEA Visitors — GDPR Awareness

Our website is intended for users located in the United States. However, if you are located in the European Union or European Economic Area, you may have rights under the General Data Protection Regulation (GDPR), including rights of access, rectification, erasure, data portability, and the right to object to processing. To exercise any such rights, please contact us admin@theairnecessities.com We will make reasonable efforts to accommodate your request in accordance with applicable law.

8. DATA SECURITY

We take reasonable and appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, and destruction. These measures include:

- Use of reputable, security-vetted third-party platforms for data storage, payments, and scheduling
- Limiting access to personal information to employees and contractors who need it to perform their job functions
- Using encrypted connections (HTTPS) for all data transmitted through our website
- Regularly reviewing our data handling practices to identify and address potential vulnerabilities

However, no method of data transmission or storage over the internet is completely secure. While we work hard to protect your information, we cannot guarantee absolute security. We encourage you to take steps to protect your own information as well — such as using strong, unique passwords and being cautious about sharing sensitive information online.

In the event of a data breach that affects your personal information, we will notify you as required by applicable law.

9. THIRD-PARTY LINKS

Our website may contain links to third-party websites, including financing partner portals, HVAC manufacturer websites, or other resources we believe may be helpful to you. These third-party sites operate independently from The Air Necessities and have their own privacy policies. We do not control and are not responsible for the content, privacy practices, or security of any third-party websites.

We encourage you to review the privacy policy of any external website before providing personal information on that site. The presence of a link on our website does not constitute an endorsement of that site or its privacy practices.

10. CHILDREN'S PRIVACY

Our website and services are not directed at, and are not intended for use by, children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently received personal information from a child under 13, we will promptly delete that information from our records.

If you are a parent or guardian and believe that your child has provided personal information to us, please contact us immediately at admin@theairnecessities.com so we can take appropriate action.

11. CHANGES TO THIS POLICY

We reserve the right to update or modify this Privacy Policy at any time to reflect changes in our business practices, applicable law, or the technologies we use. When we make changes, we will update the **Effective Date** at the top of this page.

We encourage you to review this Privacy Policy periodically so that you stay informed about how we are protecting your information. If we make material changes that significantly affect your rights or how we handle your personal data, we will make reasonable efforts to notify you — for example, by posting a notice on our website or sending an email to customers in our database.

Your continued use of our website after any changes to this policy constitutes your acceptance of the updated terms.

12. CONTACT US

If you have any questions, concerns, or requests related to this Privacy Policy or your personal information, please don't hesitate to reach out. We're here to help.

The Air Necessities

Location: New Braunfels, Texas

Mailing Address:

Email: admin@theairnecessities.com

Phone:

When submitting a privacy rights request by email, please use the subject line: "**Privacy Rights Request**"

This Privacy Policy was prepared for The Air Necessities and is effective as of May 9, 2026. All rights reserved. The Air Necessities — Burleson, Texas.