TRUE BRIGHT LIGHTING

Privacy Policy

Effective Date: October 2, 2026

True Bright Lighting ("True Bright," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit truebrightlighting.com, submit a request for service, communicate with us, receive holiday-lighting services, or otherwise interact with our business.

By using our website or providing information to us, you acknowledge the practices described in this Privacy Policy. If you do not agree with these practices, please do not submit personal information through our website or service-request forms.

1. Information We Collect

Information you provide to us

- Name, phone number, email address, and service address.
- Information submitted through website or Jobber request forms, including project details, service preferences, property information, and notes you choose to provide.
- Quote, scheduling, installation, maintenance, removal, storage, and customer-service information.
- Communications with us by phone, email, text message, website form, or other approved channels.
- Photos or video of the property or completed display when used for service documentation, installation planning, maintenance, or permitted marketing purposes.

Information collected automatically

- When you use our website, Wix and other integrated service providers may automatically collect technical information such as IP address, browser type, device information, pages viewed, referring pages, approximate location derived from network information, and cookie or similar technology data.
- We may use this information to operate the website, understand site performance, improve the customer experience, maintain security, and evaluate marketing effectiveness.

Payment information

- Payments are processed through Jobber and its payment-processing partners. We do not intend to directly collect or store full payment-card numbers or complete bank-account credentials when those payments are processed by third parties.
- We may retain transaction details such as payment status, amount, date, method, or limited payment-reference information for business and accounting purposes.

2. How We Use Personal Information

- Respond to inquiries and service requests.
- Prepare quotes and design recommendations.
- Schedule and perform installation, maintenance, removal, storage, and related services.
- Communicate about appointments, weather delays, service issues, payments, and project updates.
- Process payments and maintain business records.
- Provide customer support and address questions or disputes.
- Operate, secure, maintain, and improve our website and business systems.
- Measure marketing effectiveness and understand how customers find True Bright Lighting.
- Send service-related communications and, where permitted, occasional marketing communications.
- Protect our business, customers, property, and legal rights and comply with applicable laws.

3. Website Hosting, CRM, and Service Providers

- Our website is hosted through Wix. Wix may process information collected through the website and may use cookies or similar technologies as part of hosting, security, analytics, and website functionality.
- Customer requests, customer relationship management, quotes, scheduling, and related service records are managed through Jobber.
- Payment processing may be provided by Jobber and its third-party payment-processing partners.
- We may also use other vendors that provide services such as email, communications, website support, accounting, printing, mailing, data storage, or professional services.
- These service providers may receive personal information only as reasonably necessary to perform services for us or as otherwise permitted by law.

4. How We Share Personal Information

- We do not sell or rent customer personal information.
- We may share personal information with service providers that support our business, including Wix, Jobber, payment processors, communications providers, accountants, professional advisors, and other vendors that help us deliver services.
- We may disclose information when reasonably necessary to comply with law, respond to lawful requests, protect safety or property, enforce agreements, investigate fraud or misuse, or protect our legal rights.
- If True Bright Lighting is involved in a merger, sale, financing, reorganization, or transfer of some or all business assets, personal information may be transferred as part of that transaction, subject to applicable law.

5. Cookies and Similar Technologies

- Our Wix-hosted website may use cookies and similar technologies that are necessary for website operation, security, performance, analytics, and other website functions.
- Depending on the website configuration and your browser, you may be able to manage certain cookies through a cookie banner, browser settings, or other privacy controls.

- Disabling some cookies may affect the availability or performance of certain website features.

6. Communications

- If you provide your phone number or email address, we may use that information to respond to your inquiry, provide quotes, coordinate service, send appointment or project updates, request information, or provide customer support.
- Where required, marketing emails or text messages will be sent only with appropriate permission. You may opt out of marketing communications using the unsubscribe method provided or by contacting us.
- Opting out of marketing communications does not prevent us from sending transactional or service-related communications that are reasonably necessary to perform requested services or manage an existing customer relationship.

7. Photos, Video, and Property Documentation

- True Bright Lighting may take photographs or video before, during, or after service for installation planning, documentation of existing property conditions, safety, equipment placement, maintenance, quality control, and service records.
- True Bright Lighting may also use photographs or video of completed displays for portfolio, website, social-media, advertising, printed, or other promotional purposes as described in our Terms of Service.
- Customers may opt out of marketing use of photos or video by notifying True Bright Lighting in writing, including by email at hello@truebrightlighting.com.
- A marketing opt-out does not prevent True Bright Lighting from taking or retaining internal documentation photos reasonably necessary for service, safety, condition records, dispute resolution, or business records.

8. Data Retention

- We retain personal information for as long as reasonably necessary to provide services, maintain customer and business records, manage warranties or service history, comply with legal and tax obligations, resolve disputes, prevent fraud, and enforce agreements.
- Retention periods may vary depending on the type of information, the purpose for which it was collected, and applicable legal or operational requirements.

9. Data Security

- We use reasonable administrative, technical, and organizational measures designed to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure.
- No website, electronic transmission, or storage system can be guaranteed to be completely secure. Customers should use caution when sending sensitive information electronically and should notify us if they believe their information has been compromised.

10. Your Privacy Choices and Requests

- You may contact us to request access to, correction of, or deletion of personal information we maintain about you. Depending on applicable law and the nature of the request, we may need to verify your identity before taking action.
- We may retain information when reasonably necessary to complete transactions, provide requested services, maintain required business records, comply with law, protect legal rights, prevent fraud, or for other purposes permitted by law.
- If applicable law provides additional privacy rights, we will respond to valid requests as required by that law.
- To submit a privacy request, email hello@truebrightlighting.com and include enough information for us to understand and reasonably verify the request.

11. Children's Privacy

- Our website and services are intended for adults seeking home or commercial holiday-lighting services and are not directed to children under 13.
- We do not knowingly seek to collect personal information directly from children under 13. If you believe a child has provided personal information to us, please contact us so we can review the situation and take appropriate action.

12. Third-Party Links and Services

- Our website or communications may contain links to third-party websites or services. Those third parties have their own privacy practices, and True Bright Lighting is not responsible for their privacy policies, security, or content.
- We encourage you to review the privacy policies of any third-party service you choose to use.

13. Changes to This Privacy Policy

- We may update this Privacy Policy from time to time to reflect changes in our business, technology, legal requirements, or data practices.
- When we make material changes, we will update the effective date shown at the top of this policy and post the revised policy on our website.

14. Contact Us

- If you have questions about this Privacy Policy or want to submit a privacy request, contact us at:

True Bright Lighting
Email: hello@truebrightlighting.com
Phone: (972) 369-9290
Website: truebrightlighting.com