

CAPROCK RENTALS PRIVACY POLICY & SMS TERMS OF SERVICE

Caprock Rentals is committed to protecting your privacy and ensuring a transparent user experience when it comes to your personal data and SMS communications. This document outlines what personal information we collect, how it is used, and the terms related to SMS messaging.

Privacy Policy

1. Information We Collect

When you engage with Caprock Rentals, we may collect the following types of personal information:

- **Contact Information:** Name, email address, phone number, mailing address, and company name
 - **Rental Details:** Job site information, rental start/end dates, equipment preferences
 - **Payment Information:** Billing address, payment method (handled securely by third-party providers)
 - **Digital Information:** IP address, device type, browser, usage data via cookies and analytics tools
 - **SMS Consent and Preferences:** If you opt in to SMS communication, we store your opt-in record, timestamp, and phone number
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2. How We Use Your Information

We collect this data for the following purposes:

- To deliver and manage our rental equipment and services
 - To process payments, generate invoices, and manage accounts
 - To send order confirmations, job site updates, and monitoring alerts
 - To provide technical support and customer service
 - To improve our website, services, and customer experience
 - To send SMS notifications (if consented) related to rental operations, appointments, and system alerts
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3. Sharing of Information



Caprock Rentals **does not sell or share** your personal information with third parties or affiliates for marketing purposes.

We may share your information only with trusted service providers as necessary to fulfill business operations — such as payment processors, SMS delivery platforms, and monitoring services — all of whom are bound by data privacy and confidentiality agreements.

4. SMS Consent and Privacy

We take SMS privacy seriously.

If you opt in to receive SMS messages from Caprock Rentals:

- **Your consent will never be shared with third parties or affiliates for marketing purposes**
- Your phone number is stored securely and used only for relevant rental communications and system alerts
- You may opt out at any time by replying **STOP** to any message

5. Your Rights and Choices

You may:

- Request access to your personal data
- Correct or update your information
- Withdraw SMS consent or opt out of marketing communications at any time
- Request deletion of your personal information (subject to legal retention obligations)

To make any of these requests, email us at sales@caprock-rentals.com.

SMS Terms of Service

By providing your mobile number and opting into SMS communications (via web forms, phone conversations, or written consent), you agree to receive text messages from Caprock Rentals.

Message Types You May Receive

- Appointment confirmations and scheduling notices
- Equipment delivery or pickup updates



- Security or system alerts from your rental units
- Monitoring schedule changes
- Billing notifications or invoice reminders
- Holiday alerts or operating hours updates
- Periodic service updates related to your active rental

Message Frequency

- Message frequency will vary depending on your rental activity and alert settings.

Fees and Charges

- Message and data rates may apply based on your mobile carrier's plan.
- Caprock Rentals is not responsible for SMS fees charged by your carrier.

Opt-Out

- You may opt out of SMS communications at any time by replying **STOP** to any message. This will unsubscribe you from all further messaging.

Help and Support

- To get help, reply **HELP** to any message or contact us through our website at <https://caprock-rentals.com>.

