

**Effective Date: 12/15/2024**

Vesta Custom Homes("we," "us," "our") is committed to protecting your privacy. This Privacy Notice explains how we collect, use, disclose, and safeguard your information when you visit our website [[www.vchca.com](http://www.vchca.com)] (the “Site”) and interact with us online. By using our website, you agree to the terms of this Privacy Notice.

## **1. Information We Collect**

We may collect and process the following types of information:

### **a. Personal Information:**

This refers to any information that can identify you directly or indirectly, such as:

- Name
- Email address
- Telephone number
- Postal address
- IP address
- Other data you provide when filling out forms, subscribing to our newsletter, or contacting us directly.

### **b. Non-Personal Information:**

We may collect information that does not identify you personally, including:

- Browser type and version
- Operating system
- Pages you visit on our site and how long you stay
- Referring site details (like search engines or social networks)

## **2. How We Use Your Information**

We use your information for the following purposes:

- To provide, maintain, and improve our services.
- To communicate with you, respond to inquiries, and send updates related to our services.
- To customize your experience on our site.
- To analyze website traffic and user behavior for performance improvement.
- To comply with legal obligations.

## **3. Legal Basis for Processing Personal Data**

Depending on the jurisdiction, our processing of your personal data is based on one of the following legal grounds:

- Your consent (e.g., for email marketing).
- Performance of a contract (e.g., if you are a customer of Vesta Custom Homes).
- Compliance with legal obligations (e.g., for accounting and legal compliance).
- Legitimate interests (e.g., to improve our website and services).

#### **4. How We Share Your Information**

We do not sell, rent, or trade your personal information. However, we may share your data with:

- **Service Providers:** Third-party vendors who assist in the operation of our website or services (e.g., payment processors, hosting providers).
- **Legal Requirements:** If required by law or in response to valid requests from law enforcement agencies.

#### **5. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your experience on our website. For more details, please refer to our [Cookie Policy](#).

#### **6. How We Protect Your Information**

We implement various security measures to protect your personal data, including encryption, secure servers, and access control systems. However, no online platform is entirely secure, and we cannot guarantee the absolute security of your information.

#### **7. Data Retention**

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

#### **8. Your Data Protection Rights**

Depending on your location and applicable laws (such as the General Data Protection Regulation (GDPR) in Europe), you may have the following rights:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request corrections to any inaccurate or incomplete data.
- **Right to Erasure (Right to be Forgotten):** You can request the deletion of your data under certain conditions.

- **Right to Restrict Processing:** You can request the restriction of data processing in specific circumstances.
- **Right to Data Portability:** You can request that we transfer your data to another organization or directly to you.
- **Right to Object:** You can object to how we process your personal data.

If you wish to exercise any of these rights, please contact us at [info@vhca.com](mailto:info@vhca.com).

## **9. Children's Privacy**

Our website is not intended for individuals under the age of 16. We do not knowingly collect personal data from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately.

## **10. Third-Party Links**

Our website may contain links to other sites that are not operated by us. We are not responsible for the privacy practices of these third-party sites. Please review their privacy policies independently.

## **11. Changes to This Privacy Notice**

We may update this Privacy Notice periodically. Any changes will be posted on this page, and the "Effective Date" at the top will be updated. We encourage you to review this Privacy Notice regularly to stay informed about how we are protecting your information.

## **12. Contact Us**

If you have any questions about this Privacy Notice or wish to exercise your data protection rights, please contact us at:

Vesta Custom Homes  
Email: [info@vhca.com](mailto:info@vhca.com)  
Phone: 323.929.7070