



JK Rentals Privacy Policy

Effective Date: June 10, 2025

JK Rentals, Inc. ("JK Rentals," "we," "us," or "our") values your privacy. This Privacy Policy explains how we collect, use, and protect personal information you provide when interacting with our website, advertising campaigns (including LinkedIn Lead Gen Forms), and other digital services. It also covers our data practices related to email marketing, hiring, and service delivery.

BY USING OUR WEBSITE OR SERVICES, YOU CONSENT TO THE COLLECTION AND USE OF YOUR INFORMATION AS OUTLINED IN THIS PRIVACY POLICY.

1. Information We Collect

A. Information You Provide:

We may collect personal information when you:

- Submit a contact or quote request form
- Interact with our advertisements (e.g., LinkedIn lead forms)
- Apply for a job or submit a resume
- Send us inquiries or feedback

This may include:

- Name, email address, phone number
- Company name, job title
- Event or project details
- Application materials (resumes, certifications, etc.)
- Communication preferences

B. Information Collected Automatically:

When you visit our website or engage with our digital properties, we may collect:

- IP address, browser type, operating system
- Device type, screen resolution, and language

- Pages visited, time spent, clickstream data
- Referrer URLs and location data based on IP

C. Information from Third Parties:

We may receive information from:

- Marketing automation platforms (e.g., ActiveCampaign)
- Advertising tools (e.g., LinkedIn, Google, Microsoft)
- Analytics platforms (e.g., Google Analytics, Meta Pixel, LinkedIn Insight Tag)
- Social media interactions
- CRM and form systems
- Publicly available sources

2. How We Use Your Information

We use collected information to:

- Provide requested services and respond to inquiries
- Send marketing and operational communications
- Manage lead nurturing and email workflows through ActiveCampaign
- Personalize website and ad experiences
- Improve website functionality, design, and performance
- Track analytics and advertising metrics
- Conduct hiring and evaluate applicants (only for hiring purposes)
- Fulfill legal obligations and protect our rights

3. Event Photography & Public Sharing

We photograph our work at client locations and public events for documentation and marketing. We only share images that:

- Feature people with permission (either written or implied at public events)
- Highlight tents, structures, or installations in use
- If you appear in a photo and would like it removed, contact us at info@jkrentals.com.

4. Cookies & Tracking Technologies

We use cookies, pixels, and other tracking tools to:

- Understand how visitors use our website

- Improve advertising effectiveness
- Personalize content and experiences

We may use tools such as:

- Google Analytics
- Meta (Facebook) Pixel
- Microsoft Advertising
- LinkedIn Insight Tag

You can control or disable cookies through your browser. Learn more at:

- www.aboutcookies.org
- optout.networkadvertising.org

Our website does not respond to "Do Not Track" signals.

5. Data Transfers & SaaS Platforms

We use third-party software and cloud-based services (e.g., ActiveCampaign, Google, LinkedIn) that may process or store your data outside of the United States. These vendors are required to maintain reasonable safeguards to protect your data.

6. Your Privacy Rights

Depending on your jurisdiction (e.g., California), you may have the right to:

- Access personal data we hold about you
- Request correction or deletion of your information
- Opt out of marketing or automated communications
- Limit use of sensitive personal information

To exercise these rights, contact info@jkrentals.com. We will use commercially reasonable efforts to respond promptly.

7. Data Retention

We retain personal data only as long as necessary to fulfill the purposes described or to meet legal requirements.

Applicant information is retained only for hiring purposes and not used for marketing.

8. Information Security

We implement reasonable security measures to protect your data from unauthorized access, use, or disclosure. However, no internet transmission is entirely secure, and you use our services at your own risk.

9. Third-Party Links

Our website may link to third-party websites. These sites operate independently of JK Rentals and have their own privacy policies. We are not responsible for their content or practices.

10. Children's Privacy

We do not knowingly collect data from children under age 13. If we learn that we've collected such data without parental consent, we will delete it.

11. Changes to This Policy

We may update this Privacy Policy at any time. Changes will be posted on this page with the updated effective date.

12. Contact Us

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