

VERIDIAN

Privacy Policy

Effective September 18, 2026

1 SCOPE

This Privacy Policy governs the collection and use of information through the Veridian Electric website only. It does not govern product sales, which are subject to the Terms and Conditions of Sale.

- 1.1 **"We," "us," and "our."** Veridian Construction, LLC, a Delaware limited liability company operating under the brand Veridian Electric, located at 262 Chapman Rd, Ste 240, Newark, DE 19702.
- 1.2 **"Site."** The website located at veridianelectric.com, a business-to-business informational site that offers a quote-request form. The Site has no user accounts, no online checkout, no payment collection, and no mailing-list signup.
- 1.3 **"Personal information."** Information that identifies, relates to, or could reasonably be linked with a particular individual, as submitted through or collected by the Site.

2 INFORMATION WE COLLECT

- 2.1 **Quote-request form.** When a visitor submits the quote-request form, we collect the visitor's email address (required), telephone number (optional), and the request or specification text the visitor provides. Visitors are asked not to include sensitive personal information in the request text.
- 2.2 **Usage and analytics data.** When a visitor accesses the Site, standard request data such as IP address and user agent is processed to deliver the Site, and, where the Site's advertising measurement tag is active, visit data associated with cookies is collected as described in Sections 4 and 5.

3 HOW WE USE INFORMATION

- 3.1 We use quote-request information solely to prepare and deliver a quote and to conduct related correspondence with the requester.
- 3.2 We do not add requesters to marketing lists unless the requester asks to receive updates.
- 3.3 We use usage and analytics data to deliver, secure, and measure the performance of the Site, including the measurement of quote requests that originate from Google Ads.

4 HOW WE SHARE INFORMATION

We share personal information only as described in this Section.

- 4.1 **Service providers.** Quote-form submissions are transmitted through FormSubmit.co, a form-to-email delivery service, and forwarded to contact@veridianelectric.com. The Site is delivered by Cloudflare, Inc., which processes standard request data (such as IP address and user agent) transiently for delivery, performance, and security. The Site embeds Google's gtag.js advertising tag, which shares visit data with Google, LLC as described in Section 5.
- 4.2 **Legal requirements.** We may disclose personal information where required to comply with applicable law, legal process, or a lawful governmental request, or to establish, exercise, or defend legal claims.
- 4.3 **No sale of personal information.** We do not sell personal information, and we do not share it with ad networks or social-media platforms beyond the Google Ads tag described in Section 5.

5 COOKIES AND SIMILAR TECHNOLOGIES

- 5.1 The Site embeds Google's gtag.js (the Google Ads conversion tag) to measure quote requests that originate from Google Ads. This tag places cookies on the visitor's device and shares visit data with Google, LLC.
- 5.2 Visitors may control ads personalization through Google Ads Settings and may control or block cookies through their browser settings.

6 RETENTION

- 6.1 We retain quote-request correspondence for as long as needed to handle the request and for ordinary business record-keeping, after which it is deleted or anonymized.

7 SECURITY

- 7.1 Information submitted through the Site is transmitted over HTTPS/TLS, and we maintain reasonable administrative and technical safeguards to protect personal information.
- 7.2 No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8 YOUR CHOICES AND RIGHTS

- 8.1 Any person may email contact@veridianelectric.com to request access to, correction of, or deletion of personal information submitted through the Site.
- 8.2 Visitors in the EEA and the United Kingdom have additional rights under the GDPR, including the rights of access, rectification, erasure, restriction of processing, objection, and data portability, and the right to lodge a complaint with a supervisory authority.
- 8.3 Visitors may control advertising cookies as described in Section 5.

9 CHILDREN'S PRIVACY

- 9.1 The Site is directed to businesses and is not directed to children under 13. We do not knowingly collect personal information from children under 13.

10 CHANGES TO THIS POLICY

- 10.1 We may update this Policy from time to time. Material changes will be posted on this page with a revised effective date.

11 CONTACT

Questions or requests regarding this Policy or personal information may be directed to the controller:

Veridian Construction, LLC (Veridian Electric)
262 Chapman Rd, Ste 240
Newark, DE 19702
contact@veridianelectric.com
718-973-0281
veridianelectric.com