

# Morgan Well & Pump, INC Privacy Policy

June 2026

# Privacy Notice

This Privacy Notice was last updated in **June 2026**

## 1. INTRODUCTION

### ABOUT US

This website (the “**Site**”) is owned and operated by **Morgan Well & Pump, INC (we, our or us)**. We can be contacted at: **[office@morganwellpump.com. 1840 Bostian Rd China Grove, NC 28023.**

### ABOUT THIS PRIVACY NOTICE

We are committed to protecting the privacy and personal data of our end users. The purpose of this Privacy Notice (the **Notice**) is to explain to users (**you**) how we collect, use, and disclose your personal data when you are using the Site.

We will make changes to this Notice from time-to-time. If we make material changes, we will alert you to these.

We are the controller of the personal data we process about you, meaning we decide how and why we process your personal data.

If you have any queries about this Notice, please contact us at **office@morganwellpump.com**

You can access specific topics within this Notice, including information about the personal data we collect, the purposes for which we use and disclose such personal data, whether we sell or share personal data, and how long we retain such personal data and related subjects, by clicking on the relevant links below:

1. Introduction
2. When Will We Collect Your Personal Data?
3. What Personal Data Will We Collect?
4. Purposes for Which We Will Use Your Personal Data
5. Communications
6. Disclosures of Personal Data
7. How Do We Protect Your Personal Data
8. Cookies & Related Tracking Technologies
9. How Long Do We Keep Your Personal Data?
10. Children Aged Under 16
11. What Are Your Rights?
12. Who Can You Ask for More Information?

## 2. WHEN WILL WE COLLECT YOUR PERSONAL DATA?

When you sign-up to use the services of **Morgan Well & Pump, INC**, we will be able to identify you as well as the activities you undertake in connection with the services we provide.

We may collect your mobile phone number and SMS consent when you submit a form on our website (if present), speak with our staff by phone, communicate with us in person, or otherwise request services from us.

### 3. WHAT PERSONAL DATA WILL WE COLLECT?

This section informs you of what information we collect from or about you in the past 12 months. Personal data means any information about an individual from which that individual can be identified.

We may collect, use, store and transfer different kinds of personal data about you or in relation to you which we have grouped together as follows:

- **Identity Data** including first name, last name, age, home address and telephone number.
- **Contact Data** including first name, last name, home address, billing address and telephone number.
- **Financial Data** including bank account and payment card details. **Note we do not store any of your bank or credit / debit card details on the Site.**
- **Transactional Data** including details about payments to and from you and other details of products and services you have purchased from us via the Site.
- **Technical Data** including internet protocol (IP) address, login data, browser type and version, time zone settings (and location information), browser plug-in types and versions, operating system and Site, and other technology on the devices you use to access the Site.
- **Usage Data** including information about how you use the Site.
- **Marketing and Communications Data** including your preferences in receiving marketing from us and third parties and your communication preferences.
- **Service Data** including information relating to scheduling, dispatching, job details, service history, invoicing, and communications between you and service technicians.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data is not considered personal data as this data does not directly or indirectly reveal your identity. An example of Aggregated Data would be where we use your Usage Data to calculate the percentage of users accessing the Site at a given time. To the extent that we use Aggregated Data, we commit to maintaining and using the information in de-identified form and we will not attempt to reidentify the information, except as permitted or required under the applicable law.

### 4. PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

This section explains how we will use personal data you provide to us in order to carry out the activities relevant to the provision of our services to you.

Purpose / Activity
To set-up, administer and manage your account
To provide you with our services
To optimize the functionality of the Site (including data analysis, testing, support, troubleshooting and general maintenance of the Site)
To deliver a personalized user experience when using the Site
To facilitate scheduling, dispatching, invoicing, payments and communication in connection with the provision of our services

### 5. COMMUNICATIONS (EMAIL AND SMS):

By providing your contact information to [Company Name], including your mobile phone number and email address, you consent to receive transactional communications related to your relationship with us. These communications may be delivered by SMS text message, email, or other electronic means and may include:

- Appointment reminders
- Technician arrival updates
- Overdue reminders
- Service follow-up communications
- Billing or account notifications

Message frequency may vary. Message and data rates may apply for SMS communications.

You may opt out of receiving SMS messages at any time by replying STOP to any message. For assistance, reply HELP or contact us directly at [Company Contact Information].

You may unsubscribe from transactional email communications by following the unsubscribe instructions included in the email or by contacting us directly at [Company Contact Information]. Please note that even if you opt out of certain email communications, we may still send messages necessary to provide requested services or comply with legal obligations.

We may collect and retain information related to your communications with us, including your phone number, email address, message content, consent status, and opt-in or opt-out records, in order to provide communication services, maintain customer records, and comply with applicable laws and carrier requirements.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Your consent to receive SMS or email communications is not a condition of purchase, and you may revoke consent at any time through the opt-out methods described above.

## 6. DISCLOSURES OF PERSONAL DATA

In addition to the specific situations discussed elsewhere in this Notice, in the past 12 months we may have disclosed personal data in the following situations:

We may share your personal data with the following third parties who assist us with administering the provision of our services to you:

- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you (e.g., third-party technicians or specialists that we may engage from time-to-time to deliver certain services);
- service providers that assist with the provision, improvement and optimization of the Site;
- service providers we engage to perform functions on our behalf including sending customer communications, recovering debts, analyzing data, providing marketing assistance, processing payments, researching customer satisfaction and providing customer service.

We may disclose your personal data in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with applicable laws. We may also disclose your personal data in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, a violation of our policies, or to protect the rights, property, security or safety of us, you, our staff or the public.

We may also pass Aggregated Data on the usage of the Site (e.g., we might disclose the numbers of visitors to the Site that come from different geographic areas) to third parties but this will not include information that can be used to identify you personally.

If a business transfer or change of business ownership takes place or is envisaged, we may transfer your personal data to the new owner (or a prospective new owner). If this happens, you will be informed of this transfer.

## 7. HOW DO WE PROTECT YOUR PERSONAL DATA

We take your privacy seriously and have implemented appropriate physical, technical and organizational security measures designed to secure your personal data against accidental loss, destruction or damage and unauthorized access, use, alteration or disclosure.

## 8. COOKIES & RELATED TRACKING TECHNOLOGIES

The Site may use cookies, web beacons, pixels, tags, and similar technologies to support functionality, analytics, and related purposes. These may include browser identifiers, session cookies, persistent cookies, and third-party analytics tools, which allow us and our service providers to recognize your device, understand how the Site is used, and improve performance and user experience.

You can manage certain permissions and preferences through your browser settings or through any cookie preference manager we make available on the Site.

## 9. HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We retain information about you and your relationship with us for as long as is needed to fulfill our legitimate business purposes outlined in this Notice. The specific periods for which we keep information about you vary depending on the nature of the information, why we need it, and whether the personal data is de-identified. We also consider the minimum necessary retention period prescribed by applicable laws, recommended by industry standards, and stated in contracts and other legal obligations.

## 10. CHILDREN AGED UNDER 16

The Site is not intended for users under 16 and we do not knowingly process any personal data of users under this age.

## 11. WHAT ARE YOUR RIGHTS?

Under certain circumstances, you may have rights in relation to your personal data. There are circumstances in which your rights may not apply. You may have the right to request that we:

- **Right of access:** You may have the right to know and access the personal data we have collected about you, including the categories of personal data, the business or commercial purpose for collecting and processing your personal data, the categories of third parties to whom we disclose personal data, the categories of personal data that may be disclosed to those third parties, and, in some instances, a list of third parties to whom we have disclosed your personal data. You may have the right to receive the personal data we process about you in a format, to the extent technically feasible, that is portable, usable, and allows you to transmit the personal data to a person without impediment.
- **Right to correction:** You have the right to request that we correct or supplement any inaccurate or incomplete personal data we process about you.
- **Right to deletion:** You have the right to request that we delete your personal data or as applicable anonymize your personal data.
- **Right to data portability:** You have the right to request that we provide the personal data that you provided to us in a structured, commonly used and machine-readable format; and you have the right to transmit such personal data to another entity.
- **Right to prohibit the sale or sharing of personal data:** We do not sell or share your personal data, as such terms are defined under applicable law.

- **Automated Processing:** Under certain circumstances, you have the right to opt-out of the use of automated decision-making technology when it is used for significant decisions concerning you or for extensive profiling. We do not currently use automated decision-making technology for these purposes.
- **Right to limit the processing of your sensitive information:** We do not currently use or disclose sensitive information for purposes other than those which cannot be limited under applicable law.

For more information on your rights and how to use them, or if you would like to make any of the requests set out above, please contact us [at office@morganwellpump.com](mailto:office@morganwellpump.com)

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

You can exercise this right at any time by contacting us at [office@morganwellpoump.com](mailto:office@morganwellpoump.com)

## 12. WHO CAN YOU ASK FOR MORE INFORMATION?

If you have any questions or concerns about how we handle your personal data, you can contact us at [office@morganwellpump.com](mailto:office@morganwellpump.com)