



Website Privacy Policy

Apex Imaging Services | www.apeximagingervices.com

Prepared for website cookie tracking, analytics, HubSpot forms, marketing communications, and U.S. state privacy compliance review.

Effective Date	July 1, 2026
Last Updated	July 1, 2026
Website	www.apeximagingervices.com
Privacy Contact	contact@apeximagingervices.com

1. Overview

Apex Imaging Services (“Apex,” “we,” “our,” or “us”) respects your privacy and is committed to protecting personal information collected through our website, digital forms, marketing communications, analytics tools, and related online services.

This Privacy Policy explains how we collect, use, disclose, retain, and protect information when you visit www.apeximagingervices.com, submit information through our website, interact with our marketing content, or communicate with us online.

This Privacy Policy is intended to provide clear notice to website visitors and business contacts, including individuals located in states with comprehensive consumer privacy laws such as California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon, Montana, Delaware, Iowa, Indiana, Tennessee, and other states that may provide similar rights.

2. Information We Collect

Information You Provide Directly

- Name
- Company name
- Job title
- Email address
- Phone number
- Mailing address
- Project information
- Inquiry details
- Event registration information
- Survey responses
- Resume or career information, if submitted through recruiting forms
- Any other information you voluntarily provide through website forms, emails, downloads, meeting requests, or event communications



Information Collected Automatically

- IP address
- Browser type
- Device type
- Operating system
- Pages visited
- Time spent on pages
- Referring website or campaign source
- Approximate geographic location
- Form interaction data
- Email engagement data, such as opens and clicks
- Website behavior, including page views, downloads, and navigation patterns
- Cookie identifiers or similar online identifiers

Business and Project-Related Information

- Because Apex provides commercial construction, program management, surveying, project management, manufacturing, logistics, installation, and related services, we may collect business-related information submitted by prospective clients, vendors, partners, subcontractors, applicants, event attendees, or other business contacts.
- This may include information related to facilities, construction projects, portfolios, procurement needs, service requests, or business development opportunities.

3. How We Use Information

- Responding to inquiries and requests
- Providing information about Apex services
- Managing website forms and contact submissions
- Supporting business development and client communications
- Sending marketing emails, event invitations, newsletters, and company updates
- Managing event registration, attendance, and follow-up
- Understanding website traffic and visitor engagement
- Measuring the performance of digital campaigns
- Improving website content, functionality, and user experience
- Personalizing communications based on business interests or prior interactions
- Managing recruiting and employment inquiries
- Protecting our website, systems, company information, and business operations
- Detecting, preventing, or responding to security incidents
- Complying with applicable legal, regulatory, or contractual obligations
- Enforcing our agreements, rights, and policies



4. Cookies, Tracking, and Analytics

Our website may use cookies, tracking pixels, analytics scripts, HubSpot tracking tools, and similar technologies to support website functionality, analytics, marketing, lead tracking, and user experience.

Cookies are small data files placed on your browser or device. These technologies may help us understand how visitors interact with our website, which pages are most useful, which campaigns drive engagement, and how we can improve our content and communications.

Cookie Categories

Strictly Necessary Cookies: Support basic website functionality, security, page navigation, and access to website features. They are generally required for the website to function properly.

Analytics Cookies: Help us understand website traffic, page performance, visitor behavior, campaign effectiveness, and overall website engagement.

Marketing and Advertising Cookies: Help us understand business interests, measure marketing performance, personalize content, and support relevant follow-up communications.

Functional Cookies: May remember user preferences or improve the functionality of website forms, chat tools, downloads, or similar features.

5. HubSpot and Website Tracking

Apex uses HubSpot and related website tools to support website hosting, forms, contact management, email marketing, campaign tracking, analytics, and visitor engagement.

Depending on your cookie preferences and browser settings, HubSpot-related tools may collect information such as website visits, form submissions, email engagement, content downloads, and interactions with Apex marketing materials.

You may manage cookie preferences through our website cookie banner or cookie settings tool, where available.

6. Cookie Consent and Preference Management

When you visit our website, you may see a cookie banner or cookie preference tool. Depending on your location and applicable law, you may be able to:

- Accept cookies
- Decline non-essential cookies
- Customize cookie preferences
- Opt out of analytics or marketing cookies
- Change your preferences at a later time

Where required by applicable law, we will not use certain non-essential cookies unless you provide consent. You may also manage cookies through your browser settings. Please note that disabling cookies may affect website functionality or your ability to use certain features.



7. Do Not Sell or Share My Personal Information

Apex does not sell personal information in exchange for money.

However, certain U.S. privacy laws define “sale,” “sharing,” or “targeted advertising” broadly. Depending on the tools used on our website, sharing identifiers or website activity with analytics, advertising, or marketing technology providers, third parties and contractors may be considered a “sale,” “sharing,” or use for “targeted advertising” under some state privacy laws.

Where applicable, you may opt out of the sale of personal information, the sharing of personal information for cross-context behavioral advertising, targeted advertising, or certain analytics or marketing tracking.

To exercise these choices, you may use our cookie preference tool, click a “Do Not Sell or Share My Personal Information” link in the cookie banner, or contact us using the information below.

8. Universal Opt-Out Signals

Where required by applicable law, we will make reasonable efforts to recognize and honor browser-based universal opt-out signals, such as Global Privacy Control, for applicable opt-out rights.

These signals may communicate your choice to opt out of certain types of data sharing, targeted advertising, or sale of personal information for the browser or device you are using.

Because universal opt-out signals are browser- or device-specific, you may need to enable the signal separately on each browser or device you use.

9. Sensitive Personal Information

Apex does not intentionally collect sensitive personal information through general website tracking for the purpose of inferring personal characteristics.

Depending on how you interact with us, you may voluntarily provide information that could be considered sensitive under certain privacy laws, such as information included in a job application, resume, project documentation, or business communication.

We use sensitive personal information only as reasonably necessary for the purpose for which it was provided, to comply with legal obligations, to protect rights and security, or as otherwise permitted by law.

Apex does not use sensitive personal information collected through the website to infer characteristics about individuals.



10. Information We Disclose

- Website hosting and technology providers
- HubSpot and marketing platform providers
- Analytics providers
- Email and communication service providers
- Customer relationship management and business development tools
- Event registration and survey platforms
- IT, cybersecurity, and data storage providers
- Professional advisors, including attorneys, accountants, insurers, and consultants
- Service providers, vendors, subcontractors, or business partners when necessary to support business operations
- Government authorities, regulators, courts, or other parties when required by law
- Successors or assigns in connection with a merger, acquisition, financing, reorganization, or sale of business assets

We contractually require service providers and contractors to: (a) use personal information only to perform services for us and not for any other purpose; (b) refrain from selling or sharing personal information; (c) not combine personal information with personal information they receive from other sources, except as permitted by law to perform the services; (d) implement appropriate security measures; and (e) flow down these obligations to any authorized subcontractors

11. Confidential Business Information

Apex regularly works with clients, vendors, partners, and subcontractors in connection with confidential construction, facility, program management, surveying, design, logistics, and business development matters.

Information submitted through our website should not include confidential, proprietary, trade secret, or sensitive project information unless requested by Apex or submitted through an approved secure channel.

Where Apex receives confidential business information, we handle that information consistent with applicable agreements, internal safeguards, and reasonable confidentiality practices.

12. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

However, no website, online platform, email transmission, or digital storage system can be guaranteed to be completely secure. You should use caution when submitting information online and should avoid sending highly confidential information through general website forms unless specifically directed to do so.



13. Data Retention

We retain the personal information identified in Section 2 for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including to:

- Respond to inquiries
- Maintain business records
- Manage client, vendor, and partner relationships
- Support marketing and business development
- Analyze website and campaign performance
- Comply with legal, accounting, reporting, or contractual obligations
- Resolve disputes
- Enforce agreements
- Protect rights, security, and business operations

Retention periods may vary depending on the type of information, the nature of the relationship, and applicable legal, contractual or business requirements.

14. Your Privacy Rights

Depending on your state of residence and applicable law, you may have some or all of the following rights:

- Right to know what personal information we collect, use, disclose, sell, or share
- Right to access personal information
- Right to request deletion of personal information
- Right to correct inaccurate personal information
- Right to opt out of sale, sharing, targeted advertising, or certain profiling
- Right to limit certain uses or disclosures of sensitive personal information
- Right to obtain a copy of personal information in a portable format
- Right to appeal a denied privacy request, where applicable
- Right not to be discriminated against for exercising privacy rights

These rights may be subject to limitations, exceptions, verification requirements, and legal obligations.

15. California Privacy Notice

Categories of Personal Information Collected

- Identifiers, such as name, email address, phone number, IP address, and online identifiers
- Commercial information, such as business inquiries, service interests, event registrations, and communication history
- Internet or electronic network activity, such as website activity, page views, cookie data, and interaction with emails or digital content
- Professional or employment-related information, such as company name, job title, or resume information submitted by job applicants
- Geolocation information, such as approximate location inferred from IP address



- Inferences about preferences, abilities and behavior, such as business interests or marketing preferences based on website or email engagement
- Sensitive personal information, only if voluntarily provided or necessary for limited business purposes

Sources of Personal Information

- You directly
- Your company or organization
- Website forms
- HubSpot and website analytics tools
- Email and marketing platforms
- Event registration or survey tools
- Business development communications
- Publicly available business sources
- Service providers and business partners

Purposes for Collection

- The table below identifies: (a) the categories of personal information we collect; (b) the purposes for which each category is used; (c) whether we ‘sell’ or ‘share’ that category; (d) the categories of recipients to whom we disclose it (this is going to be service providers/contractors vs. misc third parties); and (e) our retention period or criteria for each category. **Make this consistent with Sections 3, 10, 13, and 15**

Disclosure of Personal Information

- We may disclose personal information to the categories of recipients described in Section 10 of this Privacy Policy.

Sale or Sharing

- Apex does not sell personal information for money. However, certain analytics, advertising, or marketing technology uses may be considered “sharing” or “sale” under California law. California residents may opt out of such use through our cookie preferences, “Do Not Sell or Share My Personal Information” link in the cookie banner, or by contacting us.

Sensitive Personal Information

- Apex does not use or disclose sensitive personal information for purposes that require a right to limit under California law unless we provide the required notice and choice to opt out.

Non-Discrimination

- We will not discriminate against you for exercising your California privacy rights.



Notice of Financial Incentives

- We do not offer financial incentives or price/service differences related to the collection, retention, sale, or sharing of personal information. If we offer such programs in the future, we will provide a separate notice describing the material terms

16. Children's Privacy

Our website is intended for business and professional audiences. We do not knowingly collect or share personal information from children under 13. We also do not knowingly sell or share personal information of individuals under 16. Individuals between 13 and 15 years old may opt in to have their information shared. Individuals under the age of 13 must have a parent or guardian provide consent. Before allowing for opt in Apex employs an established procedure to verify age.

If you believe a child has provided personal information to us, please contact us so we can take appropriate action.

17. Email Marketing Choices

If you receive marketing emails from Apex, you may unsubscribe by using the unsubscribe link included in the email or by contacting us.

Even if you opt out of marketing emails, we may still send non-marketing communications, such as responses to inquiries, transactional messages, event-related communications, legal notices, or service-related information.

18. Third-Party Websites

Our website may link to third-party websites, platforms, social media pages, videos, embedded content, or external resources. We are not responsible for the privacy practices, security, or content of third-party websites.

You should review the privacy policies of any third-party websites you visit.

19. How to Submit a Privacy Request

To submit a privacy request, update your preferences, or ask questions about this Privacy Policy, please contact us:

Apex Imaging Services
720 Indigo Court
Pomona, CA 91767
Phone: (909) 593-9539
Email: contact@apeximagingervices.com

Please include enough information for us to verify and process your request. We will verify your request by matching information you provide with information we maintain, which may include your name, email address, phone number, and details about prior interactions. If needed, we may request additional information. Authorized agents may submit requests if they provide proof of authorization, and we may ask you to verify your identity.



20. Authorized Agents

Where permitted by law, you may designate an authorized agent to submit a privacy request on your behalf. We may require proof that the agent is authorized to act for you and may also require you to verify your identity directly with us.

21. Appeals

If applicable law provides a right to appeal and we deny your privacy request, you may appeal our decision by contacting us using the information above and stating that you are submitting a privacy appeal. We will inform you of our decision and the reasons within a reasonable time.

22. Use of Automated Decision Making

We do not use automated decision-making or profiling in a way that produces legal or similarly significant effects on individuals. If that changes, we will update this Privacy Policy and describe your rights.

23. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our website, technology, business practices, legal obligations, or privacy procedures.

When we update this Privacy Policy, we will revise the “Last Updated” date above. Your continued use of our website after an update means you acknowledge the revised Privacy Policy.

23. Contact Us

For questions about this Privacy Policy, cookie tracking, analytics, or privacy rights, please contact:

Apex Imaging Services
720 Indigo Court
Pomona, CA 91767
Phone: (909) 593-9539
Email: contact@apeximagingervices.com