

Privacy Policy

EZ Equipment Rental LLC

Effective date: July 20, 2026

EZ Equipment Rental LLC (“EZ Equipment Rental,” “we,” “us,” or “our”) operates <https://www.ezequipmentrental.com>. This policy explains what information we collect when you visit our website or contact us, how we use that information, and who we share it with.

1. Information You Provide to Us

We collect information you give us directly, including when you:

- Submit a quote request, rental inquiry, or contact form on our website
- Call or text the phone numbers listed on our website
- Send us an email
- Sign up to receive updates or promotions
- Open a rental account or place an order

This information may include your name, company name, email address, phone number, billing address, job site or delivery address, the equipment you are interested in, your rental dates, and any other details you choose to include in your message.

2. Information Collected Automatically

When you visit our website, some information is collected automatically through cookies, tags, pixels, and similar technologies:

- IP address and approximate geographic location, typically at the city or region level
- Device type, browser type, operating system, and screen size
- Pages viewed, time spent on each page, links and buttons clicked, and scrolling behavior
- The website, search engine, or advertisement that referred you to our site
- Search terms and advertising identifiers attached to the link you arrived from, such as Google Ads click IDs
- Whether you completed an action we measure as a conversion, such as submitting a form, clicking a phone number, or requesting a quote

3. Cookies and Tracking Technologies

We use Google Tag Manager to deploy and manage the tracking technologies on our website. Google Tag Manager is a container that loads the tools listed below; it does not by itself collect personal information.

Through Google Tag Manager, our website may load:

- **Google Analytics** — measures website traffic, page performance, and visitor behavior in aggregate.

- **Google Ads conversion tracking and remarketing tags** — measure which advertisements lead to inquiries, and allow us to show advertisements to people who have previously visited our website.
- **Microsoft Advertising (Bing) UET tag** — performs the same functions for our advertising on Bing and the Microsoft Advertising network.
- **Meta (Facebook) Pixel** — measures the performance of our social media advertising and supports remarketing audiences.
- **CallTrackingMetrics** — connects inbound phone calls and text messages to the marketing source that generated them, and may display a different phone number to you depending on how you reached our site.

These tools use cookies and similar identifiers stored in your browser. They collect the technical and behavioral information described in Section 2. They do not collect your name, email address, or the contents of your form submissions unless you choose to provide that information to us.

4. How We Use This Information

We use the information we collect to:

- Respond to rental inquiries, quote requests, and customer service questions
- Fulfill, deliver, service, and invoice equipment rentals and sales
- Understand how visitors use our website and improve its content and layout
- Measure the performance of our advertising and marketing campaigns
- Show relevant advertisements to people who have visited our website
- Detect and prevent fraud, spam, and abuse
- Comply with our legal, tax, and accounting obligations

We do not sell your personal information, and we do not share it with unrelated third parties for their own independent marketing purposes.

5. Who We Share Information With

We share information only with service providers that help us operate our business and our website:

- **Point of Rental Software** — our website hosting and rental management platform.
- **Google LLC** — analytics and advertising services, including Google Analytics, Google Ads, and Google Tag Manager.
- **Microsoft Corporation** — advertising services through Microsoft Advertising.
- **Meta Platforms, Inc.** — social media advertising services.
- **CallTrackingMetrics** — phone call and text message tracking and reporting.
- **ActiveSales** — our digital marketing agency, which manages our advertising accounts and analytics configuration on our behalf.

Each of these providers handles data under its own privacy policy and, where applicable, under an agreement with us that limits use of the data to the services they provide. We may also disclose information where required by law, in response to valid legal process, or to protect our rights, safety, or property.

You can review the privacy practices of our main partners here:

- Google: <https://policies.google.com/privacy>
- Google advertising partner policies: <https://policies.google.com/technologies/partner-sites>
- Microsoft: <https://privacy.microsoft.com/privacystatement>
- Meta: <https://www.facebook.com/privacy/policy>
- CallTrackingMetrics: <https://www.calltrackingmetrics.com/privacy-policy/>

6. Your Choices

- **Cookies.** Most browsers allow you to block or delete cookies through their settings. Blocking cookies may affect how parts of our website function.
- **Google Analytics.** You can opt out of Google Analytics on all websites using Google's browser add-on: <https://tools.google.com/dlpage/gaoptout>
- **Personalized advertising.** You can manage Google advertising personalization at <https://myadcenter.google.com>
- **Industry opt-outs.** You can opt out of interest-based advertising from participating companies at <https://optout.aboutads.info>
- **Marketing emails and texts.** You can unsubscribe using the link in any marketing email, or reply STOP to a marketing text message.
- **Do Not Track.** Our website does not currently respond to browser "Do Not Track" signals.

7. Phone Calls and Text Messages

Calls and text messages to the phone numbers shown on our website are routed through CallTrackingMetrics so that we can measure which marketing sources generate inquiries. This service records the caller's phone number, the date, time, and duration of the call, the phone number dialed, and the marketing source associated with the call. Depending on how you reached our website, you may see a tracking phone number that forwards to our main line.

Calls may also be recorded for quality assurance and training purposes. Where recording is in use, you will be notified at the start of the call and may ask that the call not be recorded.

8. Data Retention

We keep customer and inquiry records for as long as needed to serve the customer relationship and to meet our legal, tax, and accounting obligations. Analytics, advertising, and call tracking data is retained according to the retention settings of each platform, generally between 14 and 26 months.

9. Your Privacy Rights

Depending on where you live, you may have the right to request access to the personal information we hold about you, request that it be corrected or deleted, or opt out of targeted advertising. Texas residents may have these rights under the Texas Data Privacy and Security Act. To make a request, contact us using the details in Section 12. We will take reasonable steps to verify your identity before acting on a request, and we will respond within the timeframe required by applicable law. You will not be treated differently for exercising these rights.

10. Children's Privacy

Our website and services are intended for businesses and adults. We do not knowingly collect personal information from children under 13. If you believe a child has provided us with personal information, please contact us and we will delete it.

11. Third-Party Links

Our website may link to third-party websites, including equipment manufacturer pages and social media profiles. We are not responsible for the privacy practices of those websites, and we encourage you to review their privacy policies.

12. Changes to This Policy and How to Contact Us

We may update this policy from time to time. The effective date shown at the top of this page indicates when it was last revised. If you have questions about this policy or about how we handle your information, contact us:

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