

Privacy Policy

Effective Date: March 12, 2026

This Privacy Policy explains how Apex Rental Pro, LLC ("Apex Rental Pro", "we", "us") collects, uses, and protects information when you visit our website, request access, contact support, or use the Apex Rental Pro platform (the "Services").

Scope

This policy covers (1) the public website at apexrentalpro.com , including account signup and support requests, and (2) the Apex Rental Pro software platform used by rental businesses to manage inventory, scheduling, quotes, layouts, and staff operations.

If you are an end customer of a rental business using Apex Rental Pro (for example, you receive a quote or invoice email), that rental business controls how it uses your information. Please contact that business directly for questions about their privacy practices.

By accessing or using the public website or the Apex Rental Pro software, you acknowledge the collection and processing described in this policy, subject to the privacy choices and rights available to you under applicable law. For new workspace customers, this includes the acceptance flow presented during onboarding before credentials are issued.

Information We Collect

Information you provide to us

- Account signup requests. Name, email, company name, business type, an optional mobile phone number, your optional SMS consent choice, and any message you submit on our website.
- Support tickets (public support form). Email address, business name, subject, and message you submit. We may also include your IP address and user-agent string in the support email for abuse prevention and troubleshooting.
- Account and workspace information. Business admin contact details, user display names, user roles/permissions, and authentication data (passwords are stored as one-way hashes, not in plain text).
- Business operations data. Inventory items, bookings/events (including dates/times, title, and optionally address, city/state/zip, contact name/phone, and notes), quotes/invoices (including customer contact info and line items), contracts, and related records you create in the Services.
- Uploads and content. Images and documents you upload or generate in the Services (for example, logos, layout designer assets, or PDF exports/attachments).
- Employee/time tracking data. Clock-in/out timestamps, notes, and (if provided by your device and enabled by your organization) approximate latitude/longitude at clock-in/out.

Information we collect automatically

- Log and device data. IP address, user-agent, timestamps, and limited diagnostic information necessary to keep the Services secure and operational.
- Session identifiers. When you sign in, we use session cookies and/or session tokens to keep you authenticated.

- Website analytics (if enabled). On our public website, we may collect page views, referral information, approximate location derived from IP address, browser/device details, and interaction events through Google Analytics when analytics is enabled through your privacy choice settings.
- Authenticated product analytics. On certain Apex Rental Pro software pages, including sign-in, onboarding, and authenticated workspace pages, we may collect page views, browser/device details, and tenant/workspace routing context through Google Analytics for internal usage reporting and product operations.
- Third-party resources. Some pages load resources from third parties (for example, Google Fonts). Those providers may receive your IP address and user-agent as part of serving those resources.

Google Calendar & Google API Data

Apex Rental Pro includes an optional Google Calendar integration to help rental businesses keep schedules in sync and to calculate availability.

What data we access

- Google account identity (when you connect via OAuth). If you choose the OAuth connection method, we receive your Google account identifier (an OpenID subject ID), your email address, and basic profile information so we can display which account is connected and maintain an audit trail of the connection.
- OAuth tokens (when you connect via OAuth). We receive an access token and (when granted) a refresh token that allow the integration to call the Google Calendar API on your behalf. Tokens are stored encrypted at rest in your workspace database and are used only to provide the Google Calendar integration features you enable.
- Calendar events from a configured calendar. When enabled, the Services can read events from a Google Calendar you select, and can create/update/delete events when you create, update, or delete bookings in Apex Rental Pro.
- Event fields. Depending on your configuration and the features you use, this may include event summary/title, start/end date and time, location, and description/notes (including any item quantities you embed in event descriptions for availability calculations).
- Stored identifiers. We may store Google Calendar event IDs and related metadata in your workspace database so we can maintain sync and prevent duplicates.

How we use Google API data

- To display Google Calendar events alongside local events.
- To calculate inventory availability across dates.
- To create or update Google Calendar events when you create or update bookings in the Services.

Scopes and limited use

Our integration is designed to use the minimum Google OAuth scopes needed to provide the integration, such as

openid , email , profile , <https://www.googleapis.com/auth/calendar.readonly> , and <https://www.googleapis.com/auth/calendar.events> .

Apex Rental Pro's use and transfer of information received from Google APIs will adhere to the Google API Services User Data Policy,

including the Limited Use requirements.

We do not use Google user data for advertising, we do not sell it, and we do not allow access to Google user data by humans except as needed to provide support (and only with your permission) or to comply with law.

You can disable calendar sync at any time by disconnecting the integration in your workspace settings and/or removing Apex Rental Pro's access in your Google Account permissions.

For reference: Google API Services User Data Policy .

Location Data & Punch Clock

Apex Rental Pro includes a time-tracking feature that allows employees to punch in and out of shifts via the platform, including through the Apex Rental Pro mobile application.

What location data we collect

When an employee punches in or punches out, the application may record the approximate geographic location (latitude and longitude) of the device at the time of the punch, provided that (a) the employee's organization has enabled location recording for time tracking, and (b) the employee's device has granted location permission to the application.

How we use location data

Location data collected during punch in and punch out is used solely to verify the location of the employee at the time of the punch event. This information is stored as part of the time-tracking record and is available to the employee's organization administrator.

We do not use punch-clock location data for any other purpose. Specifically, we do not:

- Track employee location outside of punch in/out events
- Use location data for advertising, marketing, or analytics
- Sell or share location data with third parties
- Build location profiles or movement histories
- Continuously monitor or record location in the background

Your control over location data

Organization administrators can enable or disable location recording for punch clock events in their workspace settings. Employees can also revoke location permissions on their device at any time, though

this may affect the organization's ability to verify punch locations. If you have questions about whether your organization has enabled location recording, please contact your organization administrator.

Text Messages (SMS)

Apex Rental Pro offers an optional text-messaging (SMS) program for account holders. If you opt in — by providing a mobile number and checking the consent box during signup, or by enabling text notifications inside the app — we may send you automated account, security, service, and operational messages, such as sign-in codes, account and billing notices, and booking or job reminders.

Consent and opt-out

Opting in is voluntary and is not a condition of creating an account, purchasing, or using the Services. Message frequency varies, and message and data rates may apply. You can opt out at

any time by replying STOP to any message, or get help by replying HELP .

Full details are in our Messaging Terms .

How we handle your mobile data

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Mobile opt-in data and consent are never shared with any third parties. We use the number you provide only to send the messages you opted into, and we may share limited information with the service providers (such as our messaging provider) that deliver those messages on our behalf.

How We Use Information

- Provide and operate the Services. Including authentication, tenant provisioning, routing, and core product functionality.
- Communicate with you. To respond to support requests, provide service notices, and send operational emails you initiate (for example, sending a quote to a customer).
- Security and abuse prevention. To protect accounts, detect fraud or abuse, and maintain the integrity of our systems.
- Improve and troubleshoot. To diagnose issues, debug errors, and improve reliability and performance.
- Internal usage reporting. To understand how visitors use our public website and software, measure feature interest and product adoption, troubleshoot flows such as onboarding and sign-in, and prioritize improvements using analytics configured for internal reporting only.
- Compliance. To comply with applicable law, enforce our Terms of Service, and protect the rights and safety of Apex Rental Pro and our users.

Website Analytics & Privacy Choices

Apex Rental Pro may use Google Analytics across the public website and certain software pages for internal usage reporting only . We use that information to understand traffic patterns, popular pages, onboarding completion, sign-in activity, and product usage trends so we can improve the website and Services.

- No ad resale or ad targeting. We do not use website analytics for ad personalization, remarketing, third-party marketing, or any resale/sharing of visitor data for advertising purposes.
- Privacy-focused configuration. We configure analytics with advertising-related settings disabled, including ad personalization signals, and use the data only for our own internal reporting, product operations, and service improvement.
- Onboarding acceptance for software access. New customers complete an onboarding flow that requires acceptance of our Terms and Privacy Policy before credentials are issued. That acceptance covers the internal analytics collection described in this policy for the software experience.

- Your choice controls analytics loading. We do not load Google Analytics on the public website until you allow it through the "Your Privacy Choices" control, and we honor supported browser-based opt-out signals such as Global Privacy Control as an analytics opt-out.

- Separate treatment for public-site choice controls. The "Your Privacy Choices" control applies to the public marketing site experience. For customer software access, analytics collection is governed by the onboarding acceptance flow, the customer agreement, and applicable law.

How We Share Information

We share information only as necessary to provide the Services and operate our business.

- With service providers. Hosting providers, email/SMTTP providers, and other vendors that help us operate the Services (for example, SMTTP delivery for support tickets or customer emails). These providers are permitted to use information only to perform services for us.

- With analytics providers acting on our behalf. Google may receive limited website or software interaction data solely to provide analytics services to Apex Rental Pro for internal reporting, product operations, and service improvement.

- With payment processors (if applicable). If you purchase a subscription, payments may be processed by a third-party processor (such as Stripe). We do not store full payment card numbers.

- With your intended recipients. If you choose to send emails (quotes, invoices, pay stubs, schedule updates) through the Services, we will deliver those messages to the recipients you specify.

- For legal and safety reasons. To comply with law, respond to lawful requests, or protect rights, safety, and security.

- Business transfers. In connection with a merger, acquisition, or sale of assets, subject to this policy.

We do not sell personal information, we do not resell analytics data, and we do not share personal information with third parties for their own marketing purposes.

Cookies & Session Data

The Services use session cookies and/or session tokens to keep you signed in and to secure requests. These identifiers are used for authentication and are not intended for advertising.

If you allow website analytics on the public site, Google Analytics may also set analytics cookies or similar browser storage to measure visits and usage trends for our internal reporting. If you decline analytics or your browser sends a supported opt-out signal, we keep those analytics tools disabled.

You can typically control cookies through your browser settings. Disabling cookies may prevent parts of the Services from working, and you can manage website analytics at any time through the "Your Privacy Choices" control on the site.

Data Retention

We retain information for as long as needed to provide the Services, comply with legal obligations, resolve disputes, and enforce agreements.

Retention periods vary depending on the type of information and the reason we collected it.

- Website signups. Stored until they are no longer needed for onboarding and support, or until deletion is requested.

- Workspace data. Typically retained while your workspace is active. If a workspace is deleted, we will delete or de-identify data within a reasonable period, subject to legal/operational requirements and backups.
- Support communications. Support emails may be retained in our support mailbox to maintain a support history.

Security

We use administrative, technical, and physical safeguards designed to protect information. Examples include access controls, role-based permissions, and storing passwords as one-way hashes. No method of transmission or storage is 100% secure, so we cannot guarantee absolute security.

Your Choices & Requests

- Access and update. Business administrators can manage workspace settings and user accounts within the Services.
- Data deletion. You may request deletion of website signup information or, if you are a business customer, request deletion of your workspace by contacting us.
- Website analytics controls. You can allow or disable public-site analytics using the "Your Privacy Choices" link or button. Supported browser-based opt-out signals, including Global Privacy Control, are treated as an analytics opt-out for the public site.
- End customers. If you are an end customer of a rental business using Apex Rental Pro, contact that rental business to request access, corrections, or deletion related to their records.

Changes

We may update this policy from time to time. If we make material changes, we will update the effective date above and, where appropriate, provide additional notice.

Contact

Questions or requests? Email support@apexrentalpro.com .