

Privacy Policy

Effective Date: February 12, 2026

Epcon Communities and Clarity Construction ("we," "us," or "our") operate the websites for Epcon Communities and Clarity Construction, including www.clarityconstruction.com (collectively referred to as the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. We use your data to provide and improve our Service, communicate with you, and enhance your homebuying experience.

By using our Service, you agree to the collection and use of information in accordance with this Privacy Policy. Unless otherwise defined here, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

DEFINITIONS

Service

"Service" refers to the websites, mobile sites, landing pages, applications, social media platforms, and other online services operated by Epcon Communities and Clarity Construction.

Terms of Use

Your use of this website constitutes acceptance of our Terms of Use and acknowledgment that you have reviewed and agreed to the conditions contained therein. These Terms apply to all online and mobile websites, social media platforms, and any Services offered by us. We are not responsible for the privacy practices of third-party websites or platforms linked from our Service.

Personal Data

"Personal Data" means information that identifies, relates to, describes, or could reasonably be linked to an individual. This includes information entered into our website or collected through your interaction with the Service.

Usage Data

“Usage Data” refers to data collected automatically when using the Service, such as page visits, duration of visits, and interaction data.

Cookies

“Cookies” are small files stored on your device to improve your experience and track activity on our Service.

INFORMATION COLLECTION AND USE

We collect different types of information to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide personally identifiable information, including but not limited to:

- First and last name
- Email address
- Phone number
- Mailing address
- Preferred community/location
- Floor plan or product interest
- Price range
- Realtor representation
- Timeline to purchase
- Comments or questions submitted through forms
- Event registrations
- Warranty or service request information

How We Use Personal Data

We may use your Personal Data to:

- Respond to inquiries
- Schedule appointments or tours
- Provide newsletters or marketing materials
- Send event invitations

- Share construction updates
- Provide warranty or service communications
- Send SMS/text communications (if opted in)

You may opt out of marketing emails at any time by clicking the “Unsubscribe” link in any email.

Usage Data

We may collect data such as:

- IP address
 - Browser type and version
 - Pages visited
 - Time and date of visit
 - Time spent on pages
 - Device identifiers
 - Referral source
-

TRACKING & COOKIES

We use cookies and similar tracking technologies to improve and analyze our Service.

Types of cookies we may use:

- Session Cookies – To operate our Service
- Preference Cookies – To remember your settings
- Security Cookies – For protection and authentication
- Marketing Cookies – To personalize advertising

You may disable cookies in your browser settings; however, some features of the Service may not function properly.

MOBILE DATA

Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

SMS consent is not a condition of purchase.

SMS & ELECTRONIC COMMUNICATIONS

By submitting your contact information and opting in, you consent to receive electronic communications from Epcon Communities and Clarity Construction, including email and SMS/text messages.

Types of Text Messages You May Receive:

- Appointment confirmations
- Model home tour reminders
- Event reminders
- Construction updates
- Warranty/service notifications
- Community updates
- Marketing and promotional offers

Message Frequency

Message frequency varies depending on your interaction with us but typically does not exceed 2–4 messages per week.

Message & Data Rates

Message and data rates may apply depending on your mobile carrier and service plan.

Opt-Out Instructions

You may opt out of receiving SMS messages at any time by replying STOP to any message. After opting out, you will no longer receive SMS messages unless you re-subscribe.

Help Instructions

For help, reply HELP to any message or contact us using the information provided below.

Carrier Disclaimer

Carriers are not liable for any delayed or undelivered messages.

USE OF DATA

Epcon Communities and Clarity Construction use collected data to:

- Provide and maintain our Service
 - Improve user experience
 - Notify you of changes
 - Provide customer support
 - Analyze website performance
 - Detect and prevent technical issues
 - Send relevant marketing communications
 - Provide information about homes, communities, and events similar to those you have expressed interest in
-

TRANSFER OF DATA

Your information may be transferred to and maintained on computers located outside of your state or jurisdiction. If you are located outside the United States and provide information to us, your data will be transferred to and processed in the United States.

By submitting your information, you consent to this transfer.

DISCLOSURE OF DATA

We may disclose Personal Data if required to do so by law or in response to valid legal requests.

We may disclose your data in good faith to:

- Comply with legal obligations
- Protect our rights or property
- Prevent wrongdoing
- Protect user safety

- Defend against legal claims

Text messaging originator opt-in data and consent will not be shared with any third parties.

SERVICE PROVIDERS

We may employ third-party companies to:

- Host our website
- Process form submissions
- Provide marketing services
- Manage customer relationship systems (CRM)
- Provide analytics

These providers only access data necessary to perform services on our behalf and are obligated to protect your information.

ANALYTICS

We may use analytics providers such as:

- Google Analytics
- Meta (Facebook & Instagram)
- Google Ads
- Other advertising platforms

These services help us understand website traffic and advertising performance. You may opt out of Google Analytics by installing Google's browser add-on.

REMARKETING & THIRD-PARTY LINKS

We may use remarketing services to advertise to you after visiting our website.

We may advertise on platforms including:

- Google
- Facebook
- Instagram
- YouTube
- Pinterest
- Houzz

Our Service may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

CHILDREN'S PRIVACY

Our Service is not directed to individuals under 18. We do not knowingly collect Personal Data from children. If we become aware that we have collected such data, we will take steps to remove it.

SECURITY OF DATA

We use commercially reasonable safeguards to protect your Personal Data. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Changes become effective when they are posted on this page. We encourage you to review this page periodically.

CONTACT US

If you have any questions about this Privacy Policy, please contact:

Epcon Communities and Clarity Construction

2900 Justin Dr Suite L

Urbandale, IA 50322

helloosc@clarityconstruction.com

515-585-8505