

ENCON Equipment Privacy Policy

Effective Date: March 17, 2026

Encon Equipment ("we," "our," or "us") is committed to protecting the privacy of individuals who interact with our services. This Privacy Policy explains how we collect, use, store, and share personal information when you visit our website, place an order, rent equipment, request service, sign up for updates, or otherwise interact with us. By using our website or providing information to us, you acknowledge the practices described in this Privacy Policy.

Data Collection and Types of Information We Collect

We collect information that helps us operate our business and serve our customers. This may include names, email addresses, telephone numbers, physical addresses, company information, and payment details needed to process transactions. We may also collect transactional details related to equipment purchases, rentals, financing inquiries, or service requests. In addition, we may collect usage information such as IP addresses, browser types, device types, pages accessed, and the duration of visits to help us improve website performance and the user experience.

Methods of Data Collection

We collect information directly from you when you submit forms, request a quote, create an account, make a purchase, request service, subscribe to communications, or contact us. We may also collect information automatically through cookies, tracking technologies, and server logs. In some cases, we receive information from third parties such as payment processors, shipping providers, advertising partners, analytics providers, and other service providers that support our operations.

Use of Collected Data

We use the information we collect to process orders, complete transactions, provide customer support, communicate with you about your orders or account, improve our website and services, prevent fraud, and comply with legal obligations. With your consent where required, we may also use your information to send marketing or informational communications by email or SMS.

SMS Communications and Consent

If you opt in to receive SMS messages from Encon Equipment, we may send you customer care, order-related, account-related, and, where permitted by law and your consent, marketing text messages. Message frequency may vary. Message and data rates may apply. You can opt out of SMS messages at any time by replying STOP. You can reply HELP for assistance. Your consent to receive SMS messages is not a condition of purchase. We maintain records of SMS opt-in consent in accordance with applicable law and carrier requirements.

Data Storage and Security

We use reasonable administrative, technical, and physical safeguards to help protect personal information from unauthorized access, disclosure, alteration, or destruction. We retain information only for as long as necessary for the purposes described in this Privacy Policy or as otherwise required by law.

Your Rights and Choices

You may request access to, correction of, or deletion of certain personal information we hold about you, subject to applicable legal and contractual requirements. You may opt out of marketing emails by using the unsubscribe link included in those messages. You may opt out of SMS communications at any time by replying STOP to any text message we send.

Data Sharing

We may share your information with service providers and vendors that help us operate our business, including payment processors, website hosting providers, analytics providers, customer relationship management platforms, IT support providers, and messaging platforms. We may also disclose information when required by law, to respond to lawful requests, to protect our rights, or in connection with a business transfer such as a merger, acquisition, or asset sale. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Cookies and Tracking Technologies

We use cookies and similar technologies to analyze site performance, understand user behavior, remember preferences, and deliver relevant content. You may adjust your browser settings to manage cookie preferences, although disabling cookies may affect certain site functionality.

Children's Privacy

Our services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from children under 18.

Amendments to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, technology, legal requirements, or messaging programs. Any updates will be posted on this page with a revised Effective Date.

Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact us at Encon Equipment, 140 Hendren Way, Nicholasville, KY 40356, Phone: 877-773-6266, or Email: sales@enconequipment.com.