

MELLY'S RECYCLING

PRIVACY POLICY

How we collect, use, share, and protect information

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[DRAFT FOR ATTORNEY REVIEW — REMOVE THIS LINE BEFORE PUBLISHING]

Melly's Recycling LLC ("Melly's," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect through mellysrecycling.com (the "Site") and in the course of providing our compliance and coordination services (the "Services"), how we use and share it, how long we keep it, and the choices and rights you have.

This Policy is incorporated into our Client Terms of Service. By using the Site or the Services, you accept the practices described here. If you do not agree, do not use the Site or the Services.

Melly's is a Denver, Colorado business serving commercial clients. We do not sell personal information, and we do not use personal information for targeted advertising or profiling that produces legal or similarly significant effects.

1. SCOPE OF THIS POLICY

1.1 Who This Covers. This Policy applies to visitors to the Site, prospective clients who request a diagnostic or quote, clients and their staff, property managers and their personnel, event organizers, hauler partners, job applicants, and anyone who otherwise contacts us.

1.2 Business-to-Business Context. We serve commercial clients. Most information we handle is business contact and operational information rather than consumer information, but where an individual's information is involved, this Policy applies.

1.3 What This Does Not Cover. This Policy does not cover the privacy practices of third parties, including hauler partners' own operations, social media platforms, or any site we link to. Their practices are governed by their own policies.

2. INFORMATION WE COLLECT

We collect the categories of information described below. Not all categories apply to every person.

Information you provide to us

- **Contact and identity information:** your name, business name, job title, email address, phone number, and mailing or property address.
- **Business and operational information:** property or venue addresses, unit or seat counts, number of locations, service areas and access details, container counts and sizes, waste and organics volumes, current hauler and contract terms, kitchen or operations details, event dates and expected attendance.

- **Assessment and intake information:** responses to our diagnostic assessment or readiness assessment, questions you submit, notes from site walks and phone calls, and photographs of service areas, containers, or contamination taken with your knowledge.
- **Billing information:** billing contact and address, purchase order or account references, and payment details processed by our payment provider. We do not store full payment card numbers on our systems.
- **Training and participation records:** names, roles, and email addresses of staff enrolled in training, attendance and completion records, and resident or tenant onboarding materials you ask us to distribute.
- **Communications:** emails, form submissions, text messages, and call notes exchanged with us.
- **Applicant information:** if you apply for a role with us, your resume, work history, references, and related information.

Information collected automatically

- **Usage and device information:** IP address, browser type and version, device and operating system, referring page, pages viewed, links clicked, and dates and times of access, collected through our website platform and analytics tools.
- **Cookies and similar technologies:** cookies and similar technologies used to operate the Site, remember preferences, secure forms, and measure traffic. See Section 7.

Information from other sources

- **From hauler partners:** service records, weight and volume tickets, tipping receipts, route and schedule data, contamination reports, and diversion data relating to your locations.
- **From public agencies:** published rules, guidance, and program information, and correspondence relating to your compliance or an incentive program you ask us to help with.
- **From public and commercial sources:** business directories, property records, association member directories, and similar publicly available or commercially available sources used to identify prospective clients.
- **From social platforms:** if you engage with our social media or blog, information those platforms make available to us.

2.1 Sensitive Information. We do not seek and ask that you not send us sensitive personal information, such as government identification numbers, financial account credentials, health information, precise geolocation, or information about racial or ethnic origin, religion, or immigration status. If you send it to us anyway, we will handle it under this Policy and delete it when it is no longer needed.

2.2 Children. The Site and Services are intended for businesses and adults. We do not knowingly collect information from anyone under sixteen (16). If we learn we have, we will delete it.

3. HOW WE USE INFORMATION

We use information for the purposes below, and only where we have a legitimate business reason to do so:

Purpose	How we use information
Deliver the Services	Perform diagnostic assessments and site walks, prepare Waste Diversion Plans, produce signage and training materials, deliver training, and monitor service.
Coordinate haulers	Post bid opportunities, solicit and compare bids, award and manage subcontracted collection, and schedule and troubleshoot service.
Compliance support and reporting	Prepare records, diversion data, and reports supporting your obligations under the Denver Universal Recycling and Composting Ordinance and comparable requirements.
Quotes and proposals	Respond to requests, scope work, and prepare estimates and Service Orders.
Billing and accounts	Invoice, collect payment, maintain records, and manage accounts receivable.
Communications	Respond to inquiries, provide service notices, send contamination feedback, and share compliance updates relevant to your account.
Marketing and education	Send newsletters, deadline reminders, and educational material about local requirements, subject to your right to opt out at any time.
Improve our business	Analyze Site usage, improve our tools and materials, and develop new services.
Safety, security, and legal	Prevent fraud and misuse, protect our rights and those of our clients and partners, resolve disputes, and comply with legal obligations.
Hiring	Evaluate applicants and administer recruiting.

3.1 Aggregated and De-identified Data. We may create aggregated or de-identified data that does not identify you or your business, and use it to improve our services, benchmark route and diversion performance, and publish general market education about compliance in Denver. We will not attempt to re-identify such data.

4. HOW WE SHARE INFORMATION

We do not sell personal information. We share information only as described below.

- **Hauler partners:** We share the operational details necessary to obtain bids and deliver collection, such as service address, container counts, volumes, schedules, access instructions, and an on-site contact. Bid opportunities are anonymized where practicable until an award is made. Hauler partners are bound by confidentiality and non-circumvention obligations and may use the information only to bid and perform.

- **Government agencies:** We share service records, diversion data, and reports with government agencies where you ask us to support a filing, an incentive or grant application, or an inquiry, or where disclosure is required by law.
- **Property managers and account owners:** Where you engage us through a property management company or a parent organization, we may share account, service, and compliance information with that entity.
- **Service providers:** We use vendors to operate our business, including website hosting and forms, email and messaging, scheduling and routing, document and file storage, accounting and invoicing, payment processing, analytics, and customer relationship management. They may access information only to perform services for us and are contractually restricted from using it for their own purposes.
- **Professional advisors:** Our attorneys, accountants, and insurers, as needed.
- **Legal and safety:** We may disclose information if required by law, subpoena, or legal process, or where we believe disclosure is reasonably necessary to protect the rights, property, or safety of Melly's, our clients, our partners, or the public.
- **Business transfers:** If Melly's is involved in a merger, financing, acquisition, or sale of assets, information may be transferred as part of that transaction, subject to this Policy.
- **With your direction:** We share information with anyone else only with your direction or consent.

4.1 Client Confidentiality. Client identity, pricing, contract terms, and compliance status are treated as confidential. We do not disclose them to other clients or to competitors, and we do not publish client names or testimonials without permission.

5. HOW LONG WE KEEP INFORMATION

5.1 Retention Periods. We keep information only as long as needed for the purposes described in this Policy. In general: inquiry and prospect information is kept for up to twenty-four (24) months after last contact; client account, service, and billing records are kept for the term of the engagement and seven (7) years afterward for tax, accounting, and legal purposes; compliance records, diversion data, and reports are kept for at least three (3) years, or longer where a regulation or your reporting obligations require it; training and participation records are kept for the term of the engagement plus three (3) years; and applicant information is kept for two (2) years unless you ask us to delete it sooner.

5.2 Longer Retention. We may keep information longer where necessary to resolve a dispute, enforce our agreements, or comply with a legal obligation or preservation request.

6. HOW WE PROTECT INFORMATION

6.1 Safeguards. We use reasonable administrative, technical, and physical safeguards appropriate to the size of our business and the sensitivity of the information, including access controls, account credentials limited to those who need them, encrypted transmission on the Site, reputable hosting and storage providers, and confidentiality obligations for personnel and partners.

6.2 No Absolute Guarantee. No method of transmission or storage is completely secure. We cannot guarantee absolute security, and you transmit information to us at your own risk. Do not send sensitive information by unsecured email.

6.3 Incidents. If a security incident affecting personal information occurs, we will notify affected persons and any regulator as and when required by applicable law.

7. COOKIES AND ANALYTICS

7.1 What We Use. Our Site uses cookies and similar technologies that are strictly necessary to operate the Site and secure our forms, along with analytics cookies that help us understand how the Site is used, which pages are viewed, and how visitors arrive. Our website platform and any embedded blog or social feed may set their own cookies.

7.2 Your Choices. Most browsers let you refuse or delete cookies through their settings. Blocking strictly necessary cookies may prevent forms and other features from working. We honor recognized universal opt-out mechanisms, including Global Privacy Control (GPC) signals, where required by applicable law.

7.3 No Targeted Advertising. We do not use cookies to build advertising profiles, and we do not share Site activity with advertising networks for cross-context behavioral advertising.

8. MARKETING AND COMMUNICATION CHOICES

8.1 Email. You can unsubscribe from marketing email at any time using the link in any message or by contacting us. We will still send transactional and service messages relating to your account, such as scheduling, service issues, invoices, and reporting deadlines.

8.2 Text Messages. If you provide a mobile number and opt in to text updates, you can stop them by replying STOP. Message and data rates may apply.

8.3 Phone and Mail. You may ask us to stop calling or mailing you at any time, and we will honor the request.

9. YOUR PRIVACY RIGHTS

9.1 Rights We Extend. Depending on where you live and whether a privacy law applies to you and to us, you may have the right to: confirm whether we process your personal information and access it; correct inaccuracies; request deletion; obtain a portable copy of information you provided; opt out of the sale of personal information, targeted advertising, and certain profiling (we do not engage in these activities); and appeal a decision we make about your request.

9.2 Colorado Residents. The Colorado Privacy Act provides Colorado consumers the rights described above. Note that the Act applies to information about individuals acting in an individual or household context, and generally does not cover information about individuals acting in a commercial or employment context. Regardless of whether the Act applies to a particular request, we will consider requests in good faith.

9.3 Residents of Other States. If you live in California, Virginia, Connecticut, Utah, or another state with a comprehensive privacy law, we will honor the rights that law provides to you,

including the right to know, delete, correct, and opt out, and the right to be free from discrimination for exercising those rights.

9.4 How to Make a Request. Submit a request through the contact form at mellysrecycling.com or by mail to the address in Section 12. Please tell us what right you are exercising and provide enough detail for us to locate your information. We will verify your identity using information already in our records before acting, and we may decline a request we cannot verify.

9.5 Response Time. We will respond within forty-five (45) days, and may extend once by an additional forty-five (45) days where reasonably necessary, in which case we will tell you. There is no fee for a reasonable request; we may charge a reasonable fee or decline a request that is manifestly unfounded, excessive, or repetitive.

9.6 Appeals. If we decline your request, you may appeal by replying to our response or writing to us at the address in Section 12 with the word "Appeal" in the subject line. We will respond to an appeal within forty-five (45) days. If we deny the appeal, you may contact the Colorado Attorney General at coag.gov, or your own state's attorney general.

9.7 Authorized Agents. An authorized agent may make a request on your behalf with written proof of authorization; we may also ask you to confirm the agent's authority directly.

9.8 Client-Controlled Information. Where we process information on behalf of a client, such as a property manager's staff records or a client's tenant list, that client controls the information and directs its use. We will refer your request to that client and support them in responding.

10. THIRD-PARTY SITES, PLATFORMS, AND LINKS

The Site may link to or embed third-party resources, including government pages, our social media feeds, and our blog. We do not control those third parties and are not responsible for their privacy practices. Review their policies before providing information to them.

11. CHANGES TO THIS POLICY

We may update this Policy from time to time by posting a revised version on the Site with a new "Last Updated" date. If changes are material, we will provide reasonable notice, which may include a notice on the Site or an email. Because acceptance is by use, your continued use of the Site or the Services after the effective date constitutes acceptance of the revised Policy. We encourage you to review the current version at mellysrecycling.com.

12. HOW TO CONTACT US

Questions, requests, or concerns about this Policy or your information can be directed to:

Melly's Recycling LLC

Attn: Privacy

4545 E Warren Ave, Denver, CO 80222

Contact form: mellysrecycling.com

Email: [INSERT PRIVACY EMAIL]

We are the controller of the information described in this Policy, except where we process information on behalf of a client, in which case that client is the controller and we act as their processor.