

Privacy Policy

Last Updated: 10/30/2025

Coker Rental Company ("we," "us," or "our") values your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website <https://www.rentcoker.com> or interact with us in connection with our equipment rental and related services.

1. Information We Collect

We may collect personal information that you voluntarily provide to us when you:

- Request equipment rentals, quotes, or delivery;
- Communicate with us by phone, text, or in person;
- Fill out forms on our website;
- Make a payment or establish an account with us.

Information collected may include your name, phone number, email address, billing address, and payment details.

We may also collect non-personal data such as your browser type, device information, and website usage patterns.

2. How We Use Your Information

We use the information we collect to:

- Provide, schedule, and manage rental services;
- Communicate delivery updates, pickup confirmations, and service information;
- Send invoices, receipts, or account notices;
- Improve our services and website performance;
- Comply with legal obligations and maintain business records.

We do not use your personal information to send marketing or promotional messages.

3. Cookies & Tracking Technologies

Our website uses cookies and similar technologies to improve user experience and measure website performance. You can adjust your browser settings to decline cookies, though this may affect site functionality.

4. Third-Party Links

Our website may include links to third-party sites. We are not responsible for the privacy practices of those sites and encourage you to review their policies before providing personal information.

5. Security

We maintain commercially reasonable administrative, physical, and technical safeguards to protect your personal data against unauthorized access, use, or disclosure.

However, no data transmission or storage method can be guaranteed completely secure.

6. Equal Opportunity Statement

Coker Rental Company is an equal opportunity provider and does not discriminate on the basis of race, color, religion, sex, national origin, disability, or any other protected characteristic.

SMS & Mobile Messaging Policy

Consent & Enrollment

By providing your mobile phone number to Coker Rental Company and opting in to receive text communications, you authorize us to send you SMS or MMS messages using a 10-digit long code (10DLC) or other approved business-messaging number.

You confirm that you are the authorized user of the mobile number provided and consent to receive service-related text messages at that number.

Purpose & Types of Messages

Coker Rental Company uses text messaging exclusively for essential, non-marketing communications, such as:

- Equipment delivery and pickup scheduling or confirmation;
- Service and maintenance updates;
- Billing reminders, payment confirmations, and account-related notices;
- Safety and operational alerts.

We do not send marketing or promotional text messages.

Message Frequency & Cost

Message frequency may vary depending on your rental activity or account needs.

Standard message and data rates from your wireless carrier may apply.

Coker Rental Company is not responsible for carrier fees.

How to Opt Out

You may opt out of receiving text messages at any time by replying STOP to any text from us.

After we process your request, you will no longer receive text messages except those required for legal, safety, or transactional purposes.

For help, reply HELP or contact us at support@rentcoker.com or (865) 302-3200.

Data We Collect & Use

In connection with our SMS/MMS program, we may collect:

- Your mobile number and associated customer information;
- Message history, including opt-in/opt-out records;
- Carrier and device data for message delivery reliability.

We use this information only to manage and deliver text messages, verify consent, and comply with messaging regulations.

Data Sharing & Protection

Coker Rental Company does not sell, rent, or share your phone number or text message data with third parties for marketing purposes.

We may share limited data with communication service providers who assist in message delivery, and those providers are contractually bound to protect your data.

We employ reasonable safeguards to prevent unauthorized access or misuse of your information.

Data Retention & Your Rights

We retain message data only as long as necessary for business or compliance purposes.

You may request access to or deletion of your personal data by contacting support@rentcoker.com.

Changes to This Policy

We may update this Privacy Policy periodically to comply with new regulations or reflect changes in our practices.

The "Last Updated" date at the top of this page indicates when it was last revised. Continued use of our services after an update constitutes acceptance of the revised policy.

Contact Us

Coker Rental Company

2305 Clinton Highway, Powell, TN 37849

☎ (865) 302-3200

✉ support@rentcoker.com