

Privacy Policy

Effective Date: 2/12/2025

Guided Path Realty ("Company," "we," "our," or "us") values your privacy. This Privacy Policy explains how we collect, use, and protect your information, including personal data collected through our website, services, and communications, including SMS messaging.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, phone number, email address, mailing address, and other details provided when contacting us or using our services.
- **Automated Information:** IP addresses, device information, browsing activity, and cookies to improve user experience.
- **Communication Data:** Information related to SMS, email, and other communication interactions.

2. How We Use Your Information

We use your information to:

- Provide real estate services and customer support.
- Process transactions and respond to inquiries.
- Send updates, marketing messages, and SMS notifications (with your consent).
- Improve our services and website functionality.
- Comply with legal and regulatory requirements.

3. SMS Messaging and Consent

By providing your phone number, you consent to receive SMS messages from us related to our services. Standard messaging and data rates may apply. Message frequency varies.

- **Opting In:** Users opt in to receive SMS messages by signing up on our website, or providing direct consent.
- **Opting Out:** You may opt out at any time by replying "STOP" to any SMS message. You may also contact us to remove your number.
- **Support:** If you need assistance contact our support team.

4. Email Messaging and Consent

- **Opting In:** Users opt in to receive emails by signing up on our website, or providing direct consent.
- **Opting Out:** You may opt out at any time by clicking the unsubscribe button. You may also contact us to remove your email.

- **Support:** If you need assistance contact our support team.

5. Sharing and Protecting Your Information

We do not sell, rent, or share your personal information with third parties except in the following cases:

- **Service Providers:** We may share information with vendors who assist in delivering our services, such as SMS providers and IT support.
- **Legal Compliance:** We may disclose information if required by law or to protect our rights.
- **Business Transfers:** If we undergo a merger, acquisition, or sale of assets, your information may be transferred.

6. Data Security

We implement reasonable security measures to protect your personal data. However, no system is completely secure, and we cannot guarantee absolute security.

7. Your Rights and Choices

You have the right to:

- Access, update, or delete your personal information.
- Opt out of marketing emails and SMS communications.
- Restrict or object to certain data processing activities.

To exercise your rights, contact us at 919-931-8202 or Nicole@guidedpathrealty.com

8. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the updated effective date.

9. Contact Information

For questions or concerns regarding this Privacy Policy, contact us at:

Guided Path Realty
Nicole@guidedpathrealty.com
919-931-8202