

# PRIVACY POLICY

Bridgette Sells Atlanta | Meta Ads & Lead Generation

Effective Date: June 1, 2026 | Last Updated: June 1, 2026

This Privacy Policy describes how Bridgette Sells Atlanta, operated by Bridgette Clonts, a licensed Realtor with 14th & Luxe Realty ("we," "us," or "our"), collects, uses, and protects your personal information when you interact with our Facebook and Instagram advertisements, lead capture forms, website at [www.bridgettesellsatlanta.com](http://www.bridgettesellsatlanta.com), and related real estate services. By submitting your information through any of our lead forms or digital marketing materials, you agree to the practices described in this policy.

## 1. WHO WE ARE

**Business Name:** Bridgette Sells Atlanta

**Licensed Realtor:** Bridgette Clonts

**Brokerage:** 14th & Luxe Realty

**Address:** 352 University Ave. Atlanta, Georgia 30310

**Phone:** (770) 616-8384 | (404) 912-4707

**Email:** [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com)

**Website:** [www.bridgettesellsatlanta.com](http://www.bridgettesellsatlanta.com)

**Business Hours:** Monday - Friday: 9am - 5pm | Saturday: By Appointment

**Social Media:** @bridgettesellsatlanta on Facebook, Instagram, LinkedIn, Pinterest, and X

## 2. INFORMATION WE COLLECT

When you interact with our Meta (Facebook and Instagram) advertisements or lead capture forms, we may collect the following categories of personal information:

### a. Information You Provide Directly

- Full name
- Email address
- Phone number
- Property address or ZIP code (where applicable)
- Your responses to qualifying questions (e.g., when your listing expired, your home selling timeline, your relocation timeline)
- Any messages or inquiries submitted through contact forms on our website

### b. Information Collected Automatically

When you visit our website, Meta's pixel technology and standard web analytics tools may automatically collect:

- IP address and general geographic location
- Browser type and device information
- Pages visited and time spent on our website
- Referring URLs and click-through data from our ads
- Cookies and similar tracking technologies

### **c. Information from Meta Platforms**

When you interact with our Facebook or Instagram ads, Meta may share certain information with us based on your activity and profile settings, including demographic data used for ad targeting. This is governed by Meta's own Privacy Policy available at [facebook.com/privacy/policy](https://facebook.com/privacy/policy).

## **3. HOW WE USE YOUR INFORMATION**

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We use the personal information we collect for the following purposes:

- To deliver the free guide or resource you requested (Expired Listing Guide, Seller's Guide, Relocation Buyer Guide, Downsizer Guide, or other lead magnets)
- To contact you about our real estate services including buying, selling, and investing in Metro Atlanta properties
- To schedule and conduct free real estate consultations
- To send follow-up emails, newsletters, market updates, and promotional content related to our services
- To improve our advertising campaigns and lead generation efforts on Facebook and Instagram
- To comply with legal obligations as a licensed Georgia real estate professional
- To respond to your inquiries and provide personalized customer service
- To analyze website traffic and optimize our digital marketing performance

## **4. HOW WE SHARE YOUR INFORMATION**

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We do not sell, rent, or trade your personal information to third parties for their own marketing purposes. We may share your information only in the following limited circumstances:

**Service Providers:** We may share information with trusted service providers who assist us in operating our business, including email marketing platforms, CRM systems, and transaction coordination services. These providers are contractually obligated to protect your information.

**Brokerage:** As a licensed agent with 14th & Luxe Realty, certain transaction-related information may be shared with our brokerage as required by Georgia real estate law and licensing regulations.

**Meta Platforms:** Information collected through Facebook and Instagram lead forms is processed in accordance with Meta's Data Policy. Please review Meta's Privacy Policy at [facebook.com/privacy/policy](https://facebook.com/privacy/policy).

**Legal Requirements:** We may disclose your information if required by law, regulation, court order, or to protect the rights, property, or safety of our business or others.

## **5. META PIXEL & ADVERTISING TECHNOLOGY**

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Our website and advertising campaigns use the Meta Pixel (formerly Facebook Pixel), a piece of code that allows us to measure the effectiveness of our advertising, understand actions people take on our website, and reach people who have visited our site with relevant follow-up ads.

The Meta Pixel may collect data including page views, lead form submissions, guide downloads, and other website interactions. This data is used to optimize our ad delivery and create custom audiences for future campaigns. You can opt out of Meta's use of your data for ad targeting by visiting your Facebook Ad Preferences at [facebook.com/ads/preferences](https://facebook.com/ads/preferences).

## 6. COOKIES & TRACKING TECHNOLOGIES

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Our website may use cookies and similar tracking technologies to enhance your browsing experience and analyze website traffic. Cookies are small text files stored on your device. You can control cookie settings through your browser preferences. Note that disabling cookies may affect the functionality of certain features on our website.

## 7. DATA RETENTION

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We retain your personal information for as long as necessary to fulfill the purposes described in this policy, to maintain our business records, or as required by applicable law and Georgia real estate licensing regulations. When your information is no longer needed, we will securely delete or anonymize it.

## 8. YOUR RIGHTS & CHOICES

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You have the following rights regarding your personal information:

**Opt-Out of Marketing:** You may unsubscribe from our email communications at any time by clicking the unsubscribe link in any email we send or by contacting us directly at [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com).

**Access & Correction:** You may request access to the personal information we hold about you or ask us to correct any inaccurate information.

**Deletion:** You may request that we delete your personal information, subject to any legal obligations we may have to retain certain records as required by Georgia law.

**Do Not Call:** If you wish to be removed from our phone contact list, please notify us at (770) 616-8384 or [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com).

**Meta Ad Preferences:** You can manage your ad preferences and opt out of interest-based advertising on Facebook and Instagram through your Meta account settings at [facebook.com/ads/preferences](https://facebook.com/ads/preferences).

To exercise any of these rights, please contact us at [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com) or (770) 616-8384. We will respond to your request within a reasonable timeframe.

## 9. DATA SECURITY

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We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security of your information.

## 10. THIRD-PARTY LINKS

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Our website and advertisements may contain links to third-party websites, including Meta platforms, MLS listing services, and partner resources. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party sites you visit.

## 11. CHILDREN'S PRIVACY

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Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a minor, please contact us immediately and we will take steps to promptly delete that information.

## 12. GEORGIA STATE & FEDERAL COMPLIANCE

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As a licensed real estate professional operating in the State of Georgia, we comply with all applicable Georgia real estate laws and regulations, including requirements of the Georgia Real Estate Commission (GREC). Our data practices also comply with applicable federal laws including:

- CAN-SPAM Act (commercial email communications)
- Telephone Consumer Protection Act (TCPA) (phone and text communications)
- Fair Housing Act (non-discriminatory advertising practices)
- Georgia Personal Identity Protection Act

## 13. CHANGES TO THIS POLICY

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We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we make material changes, we will update the "Last Updated" date at the top of this policy. We encourage you to review this policy periodically. Your continued use of our services after any changes constitutes your acceptance of the updated policy.

## 14. CONTACT US

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If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

**Bridgette Clonts | Bridgette Sells Atlanta**

1465 Chattahoochee Avenue NW, Suite 600, Atlanta, Georgia 30318

Phone: (770) 616-8384 | (404) 912-4707

Email: [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com)

Website: [www.bridgettesellsatlanta.com](http://www.bridgettesellsatlanta.com)

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This Privacy Policy was created for Bridgette Sells Atlanta's Meta advertising and lead generation activities. For questions contact [info@bridgettesellsatlanta.com](mailto:info@bridgettesellsatlanta.com).

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