

# PRIVACY POLICY

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This Privacy Notice for Jeff Purcell Real Estate ("we," "us," or "our"), describes how and why we might access, collect, store, use, and/or share ("process") your personal information when you use our services ("Services"), including when you:

- ❖ Visit our website at <https://jeffpurcellrealestate.com>, or any website of ours that links to this Privacy Notice
- ❖ Engage with us in other related ways, including any sales, marketing, or events

**Questions or concerns?** Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [jeffpurcel@gmail.com](mailto:jeffpurcel@gmail.com).

## SUMMARY OF KEY POINTS

**This summary provides key points from our Privacy Notice, but you can find out more details about any of these topics by clicking the link following each key point or by using our [table of contents](#) below to find the section you are looking for.**

**What personal information do we process?** When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. Learn more about personal information you disclose to us.

**Do we process any sensitive personal information?** Some of the information may be considered "special" or "sensitive" in certain jurisdictions, for example your racial or ethnic origins, sexual orientation, and religious beliefs. We do not process sensitive personal information.

**Do we collect any information from third parties?** We do not collect any information from third parties.

**How do we process your information?** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. Learn more about how we process your information.

**In what situations and with which parties do we share personal information?** We may share information in specific situations and with specific third parties. Learn more about when and with whom we share your personal information.

**How do we keep your information safe?** We have adequate organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Learn more about how we keep your information safe.

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. Learn more about your privacy rights.

**How do you exercise your rights?** The easiest way to exercise your rights is by submitting a data subject access request, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws,

Want to learn more about what we do with any information we collect? Review the Privacy Notice in full.

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## 1. WHAT INFORMATION DO WE COLLECT?

### Personal Information You Disclose to Us

***In Short:** We collect personal information that you provide to us.*

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and services, when you participate in activities on the Services, or when you contact us.

**Personal Information Provided by You.** The personal information we collect depends on how you interact with us and our Services, the choices you make, and the products and features you use. This may include:

- ❖ Names
- ❖ Email addresses

**Sensitive Information.** We do not process sensitive information.

All personal information you provide must be true, complete, and accurate. You must notify us of any changes to such personal information.

## 2. HOW DO WE PROCESS YOUR INFORMATION?

***In Short:** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with the law. We may also process your information for other purposes with your consent.*

**We process your personal information for several reasons depending on how you interact with our Services, including:**

- ❖ To respond to user inquiries/offer support to users.
- ❖ To help buyers find homes and sellers sell homes using search engines such as Zillow, Trulia and MetroList.

## 3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

***In Short:** We may share information in specific situations described in this section and/or with the following third parties.*

We may need to share your personal information in the following situations:

- ❖ **Business Transfers:** We may share or transfer your information during a merger, sale of company assets, financing, or acquisition of all or part of our business.

Otherwise we only use your data to help find users find the home of their dreams.

#### **4. HOW LONG DO WE KEEP YOUR INFORMATION?**

***In Short:** We keep your information for as long as necessary to fulfill the purposes outlined in this Privacy Notice unless required otherwise by law.*

We will only keep your personal information for as long as necessary to fulfill the purposes set out in this Privacy Notice, unless a longer retention period is required by law (e.g., tax, accounting, or other legal requirements).

When we no longer have an ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if that's not possible (e.g., because it's stored in backup archives), we will securely store your information and prevent further processing until deletion is possible.

#### **5. HOW DO WE KEEP YOUR INFORMATION SAFE?**

***In Short:** We aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate technical and organizational security measures to protect your personal information. However, no electronic transmission or information storage system is 100% secure, and we cannot guarantee that unauthorized third parties will not be able to access, steal, or modify your information. You should access our Services within a secure environment.

#### **6. DO WE COLLECT INFORMATION FROM MINORS?**

***In Short:** We do not knowingly collect data from or market to children under 18 years of age.*

We do not knowingly collect, solicit, or market data to children under 18. By using the Services, you represent that you are at least 18 years old or that you are the parent or guardian of a minor who is using the Services. If we discover that we have collected data from a minor, we will deactivate the account and delete the data promptly.

#### **7. WHAT ARE YOUR PRIVACY RIGHTS?**

***In Short:** You may review, change, or terminate your account at any time, depending on your country or state of residence.*

**Withdrawing your consent:** If we rely on your consent to process your personal information, you can withdraw it at any time by contacting us. This does not affect the lawfulness of processing based on consent before it was withdrawn.

#### **8. CONTROLS FOR DO-NOT-TRACK FEATURES**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is

adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Notice.

California law requires us to let you know how we respond to web browser DNT signals. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not respond to them at this time.

## 9. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

***In Short:*** If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. More information is provided below.

### Categories of Personal Information We Collect

We have collected the following categories of personal information in the past twelve (12) months:

Category	Examples	Collected
A - Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name	NO
B - Personal Information as defined in the California Customer Records Statute	Name, contact information, education, employment, employment history, and financial information	NO
C - Protected classification characteristics under state or federal law	Gender, age, date of birth, race and ethnicity, national origin, marital status, and other demographic data	NO
D - Commercial Information	Transaction information, purchase history, financial details, and payment information	NO
E - Biometric Information	Fingerprints and voiceprints	NO
F - Internet or other similar network activity	Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems, and advertisements	NO
G - Geolocation data	Device location	NO
H - Audio, electronic, sensory, or similar information	Images and audio, video or call recordings created in connection with our business activities	NO
I - Professional or employment-related information	Business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us	NO
J - Education Information	Student Records and directory information	NO
K - Inferences drawn from collected personal information	Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	NO

We may also collect other personal information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

- ❖ Receiving help through our customer support channels;
- ❖ Participation in customer surveys or contests; and
- ❖ Facilitation in the delivery of our Services and to respond to your inquiries.

We will use and retain the collected personal information as needed to provide the Services or for:

- ❖ Category H - Until the client finds a home and signs a closing document.

## **Sources of Personal Information**

Learn more about the sources of personal information we collect in "WHAT INFORMATION DO WE COLLECT?"

## **How We Use and Share Personal Information**

Learn more about how we use your personal information in the section, \*HOW DO WE PROCESS YOUR INFORMATION?"

## **Will your information be shared with anyone else?**

We may disclose your personal information with our service providers pursuant to a written contract between us and each service provider. Learn more about how we disclose personal information to in the section, "WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?"

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be "selling" of your personal information.

We have not disclosed, sold, or shared any personal information to third parties for a business or commercial purpose in the preceding twelve (12) months. We will not sell or share personal information in the future belonging to website visitors, users, and other consumers.

## **Your Rights**

You have rights under certain US state data protection laws. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law. These rights include:

- ❖ **Right to know** whether or not we are processing your personal data
- ❖ **Right to access** your personal data
- ❖ **Right to correct** inaccuracies in your personal data
- ❖ **Right to request** the deletion of your personal data
- ❖ **Right to obtain** a copy of the personal data you previously shared with us
- ❖ **Right to non-discrimination** for exercising your rights

- ❖ **Right to opt out** of the processing of your personal data if it is used for targeted advertising (or sharing as defined under California's privacy law), the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling")

Depending upon the state where you live, you may also have the following rights;

- ❖ Right to access the categories of personal data being processed (as permitted by applicable law, including Minnesota's privacy law)
- ❖ Right to obtain a list of the categories of third parties to which we have disclosed personal data (as permitted by applicable law, including California's and Delaware's privacy law)
- ❖ Right to obtain a list of specific third parties to which we have disclosed personal data (as permitted by applicable law, including Minnesota's and Oregon's privacy law)
- ❖ Right to review, understand, question, and correct how personal data has been profiled (as permitted by applicable law, including Minnesota's privacy law)
- ❖ Right to limit use and disclosure of sensitive personal data (as permitted by applicable law, including California's privacy law)
- ❖ Right to opt out of the collection of sensitive data and personal data collected through the operation of a voice or facial recognition feature (as permitted by applicable law, including Florida's privacy law)

## **How to Exercise Your Rights**

To exercise these rights, you can contact us by submitting a data subject access request, by emailing us at [jeffpurcel@gmail.com](mailto:jeffpurcel@gmail.com), or by referring to the contact details at the bottom of this document,

We will honor your opt-out preferences if you enact the Global Privacy Control (GPC) opt-out signal on your browser.

Under certain US state data protection laws, you can designate an authorized agent to make a request on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with applicable laws.

## **Request Verification**

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. We will only use personal information provided in your request to verify your identity or authority to make the request. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes.

If you submit the request through an authorized agent, we may need to collect additional information to verify your identity before processing your request and the agent will need to provide a written and signed permission from you to submit such a request on your behalf.

## **Appeals**

Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at [jeffpurcel@gmail.com](mailto:jeffpurcel@gmail.com). We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may submit a complaint to your state attorney general.

## **California "Shine The Light" Law**

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?"

### **10. DO WE MAKE UPDATES TO THIS NOTICE?**

***In Short:** Yes, we will update this notice to stay compliant with relevant laws.*

We may update this Privacy Notice. If we make significant changes, we will notify you directly.

### **11. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?**

If you have any questions or comments, contact us at:

Email: [jeffpurcel@gmail.com](mailto:jeffpurcel@gmail.com)

Postal address:

Home Buyers Realty  
672 W 11th St, #380  
Tracy, CA 95376  
United States

### **12. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?**

You have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your personal information, please fill out and submit a data Subject access required.