

Privacy Policy

Effective Date: August 7, 2026

This Privacy Policy explains how Res-Data Intelligence, Inc. ("Company," "we," "our," or "us"), collects, uses, and protects your information when you visit our website, submit forms, schedule market analysis calls, or interact with our real estate data intelligence services through:

Website: www.res-data.ai

We are committed to protecting your privacy and handling personal information securely, responsibly, and transparently.

1. Information We Collect

When you interact with our website, forms, booking pages, or services, we may collect the following types of information.

Personal Information

Information that may identify you personally, including:

- Name
- Email address
- Phone number
- Company name
- Market or business location (e.g., target zip codes)
- Service interests and investing criteria
- Information submitted through contact forms, market analysis requests, appointment forms, or service inquiries

Business and Service Information

If you inquire about or use our data intelligence services, we may collect information related to your business needs, including:

- Real estate investment goals
- Target markets and zip codes
- Lead generation preferences
- CRM or workflow details

- Campaign requirements and historical outreach performance
- Notes or information you provide during calls, onboarding, or support interactions

Client-Provided Data

When providing custom data lists, market analysis, or related services, we may process information provided by clients or generated through your campaigns, such as:

- Previous list pulls (for deduplication purposes)
- Campaign interaction data
- Lead status, notes, and follow-up details

We process this information to provide the services requested by our clients and to continuously refine our predictive models.

Usage Data

Information related to how visitors use our website, such as:

- Pages visited
- Time spent on pages
- Form interactions
- Referring websites
- Clicks and navigation activity

Device Information

Technical data that may include:

- IP address
- Browser type
- Device type
- Operating system
- Internet service provider
- General location information derived from IP address

2. How We Use Your Information

We use collected information to:

- Respond to inquiries or service requests

- Provide requested services, including custom market analysis and data lists
- Schedule appointments, consultations, or strategy calls
- Deliver data intelligence, lead lists, market insights, and related services
- Communicate with clients, prospects, and leads
- Manage onboarding, support, reporting, and account communications
- Send service updates, reminders, or notifications
- Improve website functionality, user experience, and performance
- Analyze campaign performance and refine our predictive data models
- Communicate promotions or marketing messages, where permitted and with consent where required
- Maintain security and prevent fraudulent or unauthorized activity
- Comply with applicable legal obligations

3. Communications

By providing your phone number, email address, or other contact information and opting into communications through our website forms, booking pages, or service interactions, you consent to receive SMS messages, calls, and emails from Res-Data Intelligence, Inc. regarding:

- Appointment confirmations or reminders
- Service updates
- Customer support responses
- Account, onboarding, or reporting updates
- Promotional messages, where consent is provided

Message frequency may vary depending on your interaction with our services.

You may opt out at any time:

- Reply **STOP** to unsubscribe from SMS messages
- Reply **HELP** for assistance
- Use the unsubscribe link in email communications, where available
- Contact us directly using the information below

We do not sell, rent, or share mobile numbers or SMS consent with third parties for their own marketing purposes.

4. Sharing of Information

We do not sell or rent your personal information.

We may share information only in the following situations.

Service Providers

We may share information with trusted service providers that help us operate our website, communications, and services, such as:

- Website hosting platforms
- CRM systems
- Scheduling platforms
- Email communication services
- SMS communication platforms
- Analytics and advertising platforms
- Data management and operational support providers

These providers are authorized to use information only as necessary to provide services to us and are expected to maintain appropriate confidentiality and security safeguards.

Client Services and Operations

When we provide services to clients, information may be used or shared as necessary to manage accounts, deliver reports, perform deduplication, or perform agreed-upon services.

Legal Requirements

We may disclose personal information if required to:

- Comply with legal obligations
- Respond to lawful requests from authorities
- Protect our rights, safety, property, clients, users, or business operations
- Prevent fraud, misuse, or unauthorized activity

5. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to:

- Improve user experience
- Analyze website traffic

- Understand visitor behavior
- Measure advertising performance
- Support retargeting or marketing campaigns

These technologies may include analytics tools, advertising pixels, conversion tracking, or similar tools.

You may manage or disable cookies through your browser settings. Some website features may not function properly if cookies are disabled.

6. Advertising and Analytics

We may use third-party advertising and analytics platforms to help us understand website activity, measure marketing performance, and show relevant ads.

These platforms may collect or receive information from our website and other online interactions to help us:

- Measure ad performance
- Improve campaign effectiveness
- Build marketing or retargeting audiences
- Understand visitor behavior

You can manage certain advertising preferences through your browser settings or through applicable third-party opt-out tools.

7. Data Security

We implement reasonable technical, administrative, and organizational safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or misuse.

However, no internet transmission, electronic storage method, website, or technology system can be guaranteed to be 100% secure.

8. Data Retention

We retain personal information only as long as reasonably necessary to:

- Provide requested services
- Maintain business records
- Manage client accounts and service history

- Comply with legal, accounting, or reporting obligations
- Resolve disputes
- Enforce agreements
- Maintain security and prevent fraud

When information is no longer needed, we may delete, anonymize, or securely retain it as required or permitted by law.

9. Your Rights

Depending on your location, you may have rights regarding your personal information, including the right to:

- Request access to personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your personal data
- Opt-out of certain marketing communications

To exercise these rights, please contact us using the information provided below.

10. Third-Party Links

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of those third parties. We encourage you to review the privacy policies of any third-party sites you visit.

11. Children's Privacy

Our website and services are not intended for children under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child, we will take steps to delete it.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a revised "Effective Date." We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

13. Contact Us

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

Company: Res-Data Intelligence, Inc.

Website: www.res-data.ai