

Ignite Realty Group Privacy Policy

Effective Date: [Insert Date]

At Ignite Realty Group, we are committed to safeguarding your privacy and ensuring that your personal information is handled in compliance with applicable legal and regulatory requirements, including the Telephone Consumer Protection Act (TCPA), 10DLC regulations, and carrier-specific guidelines such as those of Twilio. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you engage with us, particularly via SMS and other messaging services.

1. Information We Collect

We may collect personal information from you in several ways, including:

- **Direct interactions:** When you contact us, request information, or subscribe to our messaging services.
- **Automated technologies:** When you interact with our website or messaging services through cookies or similar technologies.
- **Third-party sources:** We may receive information from third-party platforms that you use to interact with our services.

The types of personal information we collect may include your name, phone number, email address, and property preferences.

2. Purpose of Collection

The personal information we collect will be used for the following purposes:

- To provide you with information, products, and services that you request from us.
- To send text message updates and notifications regarding properties, offers, or events in line with your expressed preferences.
- To improve our website, services, and customer support.
- For compliance with legal and regulatory requirements, including SMS messaging guidelines as per the 10DLC regulations.

3. SMS Messaging Consent

By providing your phone number and subscribing to our SMS messaging services, you consent to receive promotional messages and updates from Ignite Realty Group. We will comply with the **Telephone Consumer Protection Act (TCPA), 10DLC regulations**, and Twilio's messaging guidelines.

- **Opt-in Requirement:** We will not send marketing text messages without prior express written consent, as required by TCPA. The opt-in process will be clearly communicated at the time of subscription.

- **Frequency of Messages:** The number of messages you receive will be based on your interaction with our services and will be outlined at the point of opt-in.
- **Opt-out Mechanism:** You may opt-out of receiving SMS messages from us at any time by replying "STOP" to any of our messages. We will comply promptly and ensure no further messages are sent except for confirmation of the opt-out.

4. Compliance with 10DLC Regulations

As mandated by **10DLC regulations** for businesses using SMS services, we adhere to the following requirements:

- **Message Transparency:** All SMS messages will clearly state who is sending the message (Ignite Realty Group) and the purpose of the communication.
- **Content Restrictions:** We will not send messages that contain unlawful, fraudulent, or misleading content. We strictly comply with content policies laid out by the carrier networks.
- **Data Security:** The data you provide will be stored securely and will not be shared with unauthorized third parties. We take precautions to ensure that your information is protected from unauthorized access or use.

5. Third-Party Services

We use third-party service providers, such as **Twilio**, to facilitate our messaging services. These service providers adhere to strict compliance standards for data privacy and 10DLC regulations.

- **Twilio Compliance:** Twilio ensures compliance with U.S. SMS guidelines, including those specified for Application-to-Person (A2P) messaging, and assists us in maintaining proper consent and transparency when using messaging services. You can read more about Twilio's guidelines [here](#) and their messaging policy [here](#).

6. Security of Your Information

We implement robust security measures to protect your personal information. This includes encryption, access control, and secure servers. Despite our best efforts, no method of transmission or storage is completely secure. Therefore, while we strive to protect your personal information, we cannot guarantee absolute security.

7. Your Privacy Rights

You have the right to:

- Access, correct, or delete your personal information.
- Opt-out of receiving future communications from us.
- Lodge a complaint with regulatory authorities if you believe your data is being mishandled.

8. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal obligations. If you opt out of our services, we will remove your data from our active systems within a reasonable timeframe, except where retention is required by law.

9. Children's Privacy

Our services are not intended for use by individuals under the age of 18, and we do not knowingly collect personal information from children.

10. Changes to This Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be communicated via email or SMS and will take effect immediately upon posting on our website.

11. Contact Us

For questions or concerns regarding this Privacy Policy or our data practices, please contact us at:

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