

## **Privacy Policy | Leto Built Homes**

**Effective Date: July 21, 2025**

At Leto Built Homes, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines the types of information we collect, how we use it, and the steps we take to ensure it remains secure. This policy applies to information collected through our website and services, including scheduling and participation in self-guided home tours.

### **1. Consent**

By using our website or services, including submitting forms or participating in self-guided tours, you agree to this Privacy Policy and its terms.

### **2. Information We Collect**

#### **A. Information You Provide Voluntarily**

We collect personal information when you fill out forms, request more information, or contact us directly. This may include:

- Name
- Email address
- Phone number
- Home search preferences or inquiries
- Messages and other content submitted via contact forms

#### **B. Self-Guided Tour Data**

When you schedule or attend a self-guided home tour, we may collect:

- Your name and contact information
- Scheduled date and time of the tour
- Home address or model toured/visited
- Verification information (e.g., email or phone verification)
- Any access code usage logs
- Optional feedback provided after the tour

#### **C. Automatically Collected Information**

When you browse our website, we may collect non-personally identifiable data through cookies and analytics tools, including:

- IP address
- Device and operating system details
- Browser type and version
- Pages visited and time spent on the site

- Referring websites and links clicked
- Cookie data and tracking pixels

### **3. How We Use Your Information**

We use the information we collect for the following purposes:

- To respond to your inquiries or contact requests
- To schedule and manage self-guided tours
- To personalize your experience and improve our website functionality
- To provide relevant property updates and marketing communications
- To perform website traffic analysis and enhance site performance
- To serve targeted ads through digital marketing platforms (e.g., Google Ads, Facebook)
- To maintain security and prevent fraudulent activity

We do not sell or rent your personal information to unrelated third parties. We may share your data with trusted service providers who assist with our website, marketing campaigns, analytics, or tour logistics. All such partners are contractually obligated to maintain confidentiality and use the data only for specified services.

### **4. Cookies and Tracking Technologies**

Leto Built Homes uses cookies and similar technologies to improve user experience, measure website usage, and serve relevant advertisements. You may disable cookies via your browser settings, though doing so may affect certain functionalities of our website.

### **5. Advertising and Remarketing**

We may use platforms such as Google Ads, Facebook, and AdRoll to show advertisements based on your previous interactions with our website. These services use cookies to display personalized ads but do not collect personally identifiable information. You may opt out of interest-based advertising by visiting:

- Google Ads Settings: <https://adssettings.google.com>
- Facebook Ad Preferences: <https://facebook.com/adpreferences>
- AdRoll Opt-Out: <https://app.adroll.com/optout>

### **6. Data Security**

We implement commercially reasonable physical, administrative, and technical safeguards to protect your data. While we strive to protect your information, no method of transmission over the internet is completely secure. You provide data at your own risk.

## 7. Children's Privacy

Our website and services are not directed to children under the age of 13. We do not knowingly collect information from minors. If we become aware that information has been collected from a child under 13, we will delete it promptly.

## 8. Your Rights and Choices

Depending on your jurisdiction, you may have rights including:

- The right to access your personal data
- The right to request correction of inaccurate information
- The right to request deletion of your data
- The right to withdraw consent or opt out of marketing communications

To exercise any of these rights, please contact us at the information below. We will respond to your request within a reasonable time and in accordance with applicable laws.

## 9. Third-Party Links

Our website may contain links to external websites. We are not responsible for the content or privacy practices of third-party sites. We encourage you to review their privacy policies before providing any information.


## 10. Changes to This Privacy Policy


We may update this policy periodically to reflect changes in our practices or applicable regulations. When we make changes, the revised policy will be posted to this page with the updated effective date. Continued use of our website after any changes constitutes acceptance of the revised terms.

## 11. Contact Us


If you have any questions, concerns, or requests related to this Privacy Policy, please contact us:


### **Leto Built Homes**

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