Road To Home Realty, LLC
Privacy Policy

Effective Date: February 14, 2026

Road To Home Realty, LLC ("Company," "we," "our," or "us") respects your privacy and is committed to protecting personal information collected through our website, www.roadtohomerealty.com, and in connection with our real estate services. This Privacy Policy describes the types of information we may collect, how we use and share that information, and the choices available to you.

By accessing or using our website, you acknowledge and agree to the terms of this Privacy Policy.

INFORMATION WE COLLECT

We may collect personal information in the following circumstances:
- When you contact us by phone, email, or website form
- When you request information about buying or selling property
- When you inquire about or request information on specific listings
- When you voluntarily provide information in connection with our services

Types of information we may collect include:
- Identifiers (such as name, email address, phone number, mailing address)
- Property preferences and inquiry details
- Communications you send to us
- Limited technical information (such as IP address, browser type, and device type) collected for security and operational purposes

We do not use cookies, tracking pixels, behavioral analytics, or targeted advertising technologies.
We do not knowingly collect sensitive personal information as defined by applicable U.S. privacy laws.

MULTIPLE LISTING SERVICE (MLS) INFORMATION – ARMLS

Our website displays real estate listing information obtained from the Arizona Regional Multiple Listing Service (ARMLS).

MLS listing data is provided exclusively for consumers' personal, non-commercial use and

may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing, leasing, or selling.

Listing information is deemed reliable but is not guaranteed accurate and should be independently verified. Property information is subject to change without notice.

Information related to your use of MLS search features (such as saved listings or inquiries) may be processed solely to provide real estate search functionality and services in accordance with ARMLS rules and applicable law.

HOW WE USE INFORMATION

We may use personal information to:
- Respond to inquiries and requests
- Provide real estate brokerage services
- Schedule appointments and showings
- Communicate regarding properties or services you request
- Maintain internal records related to client services
- Comply with legal and regulatory obligations
- Protect against fraud, misuse, or unauthorized access

We may generate aggregated or anonymized data for internal business purposes. Such data does not identify individual users.

HOW INFORMATION IS SHARED

We do not sell personal information.

We may share personal information only as reasonably necessary to provide real estate services or comply with legal obligations, including with:
- Title companies, lenders, inspectors, and transaction service providers
- Technology vendors necessary to operate website and MLS functionality
- Legal or regulatory authorities when required by law
- Parties involved in a business transfer, merger, or sale of assets

We do not share personal information for targeted or cross-context behavioral advertising.

DATA RETENTION

Personal information is retained only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

DATA SECURITY

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no method of transmission over the internet or electronic storage system is completely secure, and we cannot guarantee absolute security.

YOUR PRIVACY RIGHTS

Depending on your state of residence, you may have rights under applicable privacy laws, including the right to request access to, correction of, or deletion of personal information, and the right to opt out of the sale of personal information (we do not sell personal information).

Requests may be subject to identity verification and applicable legal limitations.

CHILDREN'S PRIVACY

Our website and services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children under 16.

CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Updates will be posted with a revised effective date. Continued use of the website after changes constitutes acceptance of the revised policy.

CONTACT INFORMATION

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