

Effective Date: 6/22/2024

Introduction

Welcome to Carolina Homeland Partners (we", "our", "us"). We are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website carolinahomeland.com and chpcommunities.com (the "Site"). By using our Site, you agree to the terms of this Privacy Policy.

Information We Collect

We collect information that you provide directly to us and information that is collected automatically when you use our Site.

Information You Provide

When you use our Site, you may provide us with:

- **Personal Information:** such as your name, email address, phone number, and other contact details when you fill out forms or communicate with us.
- **Account Information:** if you create an account, we collect your username, password, and other details related to your account.
- **Payment Information:** We do not collect payment information.
- **Other Information:** any other information you choose to provide to us.

Information Collected Automatically

When you visit our Site, we may collect information automatically, including:

- **Usage Information:** such as your IP address, browser type, operating system, pages you view, access times, and referring URL.
- **Cookies and Tracking Technologies:** we use cookies, web beacons, and similar tracking technologies to collect information about your interactions with our Site.

How We Use Your Information

We use the information we collect for various purposes, including:

- **To Provide and Improve Our Services:** to operate and maintain our Site, process transactions, and improve our services.
- **To Communicate with You:** to send you updates, newsletters, marketing materials, and other information that may be of interest to you.

- **To Personalize Your Experience:** to understand your preferences and tailor our content and services to your needs.
- **To Ensure Security:** to detect and prevent fraud, abuse, and other harmful activities.
- **To Comply with Legal Obligations:** to comply with applicable laws, regulations, and legal processes.

Sharing Your Information

Data will not be shared with third parties for marketing or promotional purposes. We may share your information if you become a client in the following circumstances:

- **Service Providers:** with third-party service providers who perform services you request on our behalf, such as appraisers, home inspectors, photographers, home measuring services, and skilled tradesmen.
- **Legal Representatives:** Attorneys to prepare your deed prep and closing documentation.

Your Choices

You have certain choices regarding your personal information:

- **Access and Update:** you can access and update your personal information by logging into your account or contacting us directly.
- **Opt-Out:** you can opt-out of receiving marketing emails from us by following the unsubscribe instructions in those emails or by contacting us.
- **Cookies:** you can control the use of cookies through your browser settings. However, disabling cookies may affect your ability to use certain features of our Site.

Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

Children's Privacy

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

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our Site and updating the effective date. Your continued use of our Site after any changes signifies your acceptance of the updated Privacy Policy.

Contact Us

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

clientcare@carolinahomeland.com

By using our Site, you acknowledge that you have read and understood this Privacy Policy. Thank you for trusting us with your personal information.