

Privacy Policy – Cross Capital Realty

Privacy Policy

Cross Capital Realty and companies including, Highrise-Houston, Apartment Link Houston, Lofts-Houston is committed to maintaining your confidence and trust, and accordingly maintains the following privacy policy.

Acceptance.

By using this Web Site, you are agreeing to this Privacy Policy. If you do not agree with this policy, please do not use this site. We reserve the right to change, modify, add, or remove portions of our Privacy Policy at any time. If so, any such changes will be posted on this page. Please check this page periodically for changes. Your continued use of this Web Site following the posting of changes to the Privacy Policy will mean you accept those changes.

Our Commitment to You

- We do not sell customer information to third parties.
- We do not share customer information with outside parties who may wish to market their products to you.
- We safeguard your customer information carefully.
- We are committed to protecting your customer information in every transaction, at every level of our organization.
- We are committed to helping you protect your privacy every day.

This document includes the Privacy Policy, which describes how we use and protect your customer information. We believe that protecting your privacy is an integral part of the service we provide to you.

No Tracking of Identifiable Information

Our Web Sites are not set up to track, collect or distribute personal information about its visitors. While it recognizes the home server of visitors it does not recognize e-mail addresses. For example, we can tell which Internet service provider our visitors use, but not the names, addresses or other information about our visitors that would allow us to identify the particular visitors to our sites.

We track Statistics but not Personal Information

Our Web sites track information about the visits to our Web sites. For example, we compile statistics that show the daily number of visitors to our sites, the daily requests we receive for particular files on our Web sites, and what countries those requests come from. These aggregated statistics are used internally to better provide services to the public. The statistics contain no personal information and are not used to gather personal information.

Distribution Lists, Mailing Lists, Alerts

If you indicate on our sites that you would like to receive information from use, such as publications, newsletters, or alerts, your contact information will be added to the appropriate company distribution lists. If at any time you change your mind and would like to add or remove your name from a distribution list, or correct your information, please e-mail us at remove@crosscapitalrealty.com

Confidentiality Policy of Information You Provide

We will not release the personal information you provide via this Web site to third parties unless:

- you authorize us to do so;
- the release of the information is needed to accomplish the purpose for which you provide the information (for example, requesting a publication or asking the company to perform a particular service on your behalf);
- if the release of the information is required by law; or
- if the release of the information is pertinent to judicial or governmental investigations or proceedings.

If you engage our services to sell your property or locate a property for you, we will maintain the personal information we receive from you, with the exceptions as noted above, regardless of how we may collect any personal information from you. In a real estate transaction, it is not uncommon for information to be obtained from you by mail, fax, personal delivery, web sites, or by e-mail.

If you engage our services in a real estate transaction, you may authorize the agent, at the your instruction, to convey your personal information to service providers (for example, mortgage lenders and title companies) as those service providers may require for the products or services you need or request. We exercise reasonable discretion when discussing any personal information with others and do so only with your consent.

Any written files we maintain are protected under lock and key. Electronic records are protected under an access name and password assigned to designated persons. All records containing any personal information are restricted to: (1) the agent(s) who service or coordinate the transaction; (2) the office manager to whom the agent reports; and (3) the principals of the company.

We use reasonable measures to dispose of files containing personal information; usually shredding or burning documents, erasing electronic files by means that make the files unreadable or undecipherable, or by eradicating personal information from documents or electronic files in ways that make the personal information unreadable.

Definition of Personal Information

“Personal information” is defined as information that is obtained from a consumer report, or information that is obtained from you in connection with a financial product or service you obtain or seek to obtain from us. “Personal information” is also defined as your first name or initial and last name in combination with any of the following: (a) birth date; (b) social security number or other government issued identification number; (c) mother’s maiden name; (d) unique biometric data (fingerprint, voice print, retina image); (e) unique electronic identification number our routing code; (f) telecommunication access devices including debit or credit card information; or (g) financial institution account or information.