



Privacy Policy

For The Way Is Here, LLC's Website and LinkedIn Profile

Effective Date: July 30, 2026

The Way Is Here, LLC, ("we," "our," or "us") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our website, submit a form, contact us, interact with our LinkedIn profile, request real estate services, or otherwise communicate with us.

1. Information We Collect

We may collect the following categories of information, depending on how you interact with us:

- **Contact information:** name, email address, phone number, mailing address, and preferred contact method.
- **Real estate inquiry information:** property preferences, budget range, desired location, transaction timeline, showing requests, open-house registration details, and information you choose to provide about buying, selling, leasing, or property management needs.
- **Communications:** messages you send through our website, email, phone, text message, social media, LinkedIn messaging, or other communication channels.
- **Website and device information:** IP address, browser type, device type, operating system, pages visited, referring pages, approximate location derived from browser or device settings, and information collected through cookies or similar technologies.
- **Marketing preferences:** newsletter subscriptions, event registrations, listing alerts, saved searches, and preferences for receiving communications from us.
- **Publicly available or third-party information:** information from public property records, listing services, social media platforms, advertising platforms, referral partners, or other sources permitted by law.

2. How We Collect Information

We collect information directly from you when you submit forms, request a showing, ask for a valuation, register for updates, attend an event, communicate with us, or engage with our LinkedIn profile. We may also collect information automatically through our website

and through third-party platforms that support analytics, advertising, customer relationship management, listing distribution, or social media engagement.

3. How We Use Information

We use personal information for the following purposes:

- To respond to inquiries and provide requested real estate services.
- To schedule showings, consultations, listing appointments, open houses, and other meetings.
- To send property listings, market updates, newsletters, event invitations, and other communications you request or may find relevant.
- To manage client relationships, referrals, transactions, vendor coordination, and customer service.
- To improve our website, advertising, LinkedIn content, and overall client experience.
- To measure website traffic, campaign performance, and engagement with our online content.
- To comply with legal, regulatory, licensing, recordkeeping, dispute resolution, fraud prevention, and security obligations.

4. LinkedIn and Social Media Interactions

If you interact with our LinkedIn profile, LinkedIn may collect information under its own privacy policy and platform terms. We may see information you make available to us through LinkedIn, such as your name, profile information, comments, reactions, messages, connection status, and engagement with our posts or advertisements. We use this information to respond to messages, share real estate-related content, evaluate engagement, and communicate with prospective clients, current clients, referral partners, and professional contacts.

5. Cookies, Analytics, and Advertising

Our website may use cookies, pixels, analytics tools, and similar technologies to operate the site, remember preferences, understand visitor activity, measure marketing performance, and deliver relevant content or advertising. These tools may collect device, browser, usage, and approximate location information. You can usually adjust cookie settings through your browser or device settings. If we use tools that support targeted advertising or cross-context behavioral advertising, we will provide any legally required opt-out choices.

6. How We Share Information

We do not sell personal information in the ordinary sense of exchanging it for money. We may share information as needed to operate our business and provide real estate services, including with:

- Real estate agents, brokers, transaction coordinators, administrative staff, and affiliated service providers.
- Multiple listing services, showing platforms, property search tools, marketing platforms, customer relationship management providers, website hosts, analytics providers, email and text messaging vendors, and advertising partners.
- Title companies, lenders, inspectors, appraisers, surveyors, insurance providers, contractors, attorneys, accountants, and other professionals involved in a real estate transaction when appropriate or requested.
- Government agencies, regulators, courts, law enforcement, or other parties when required by law or necessary to protect rights, safety, property, or legal interests.
- Successors or counterparties in connection with a merger, acquisition, reorganization, sale of assets, or similar business transaction.

7. Your Choices

You may contact us to request access to, correction of, deletion of, or limitations on the use of personal information we maintain about you, subject to applicable law and required business records. You may unsubscribe from marketing emails by using the unsubscribe link in the message or by contacting us. You may also adjust browser or device settings to limit certain cookies and tracking technologies. If applicable privacy laws provide additional rights, we will honor those rights as required.

8. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, platform, email, text message, or electronic storage system is completely secure. Please use caution when sending sensitive information electronically, and do not send Social Security numbers, account numbers, wire instructions, or other highly sensitive information unless we have provided a secure method for doing so.

9. Wire Fraud and Transaction Security Notice

Real estate transactions can be targeted by wire fraud and email compromise schemes. We will not ask you to send wire instructions, banking credentials, or sensitive financial information through ordinary email, text message, LinkedIn message, or social media direct message. Always verify wiring instructions by calling a trusted, independently confirmed phone number before sending funds.

10. Data Retention

We retain personal information for as long as reasonably necessary to provide services, manage client relationships, comply with legal and licensing obligations, resolve disputes, enforce agreements, maintain business records, and support legitimate business purposes. Retention periods may vary depending on the type of information and the context in which it was collected.

11. Children's Privacy

Our website and LinkedIn profile are intended for adults and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, please contact us so we can take appropriate steps.

12. Third-Party Websites and Platforms

Our website, emails, advertisements, or LinkedIn profile may link to third-party websites, platforms, listing services, vendors, or professional resources. We are not responsible for the privacy practices, security, or content of third parties. Please review the privacy policies of any third-party sites or platforms you use.

13. Texas Real Estate Notices

Our firm is not a Texas real estate brokerage or license holder, hence does not separately provide any required Texas Real Estate Commission notices, including the Information About Brokerage Services notice and Consumer Protection Notice, in the locations and formats required by applicable rules. This Privacy Policy does not replace those notices.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal obligations, or business operations. The updated version will be posted with a revised effective date. Your continued use of our website, LinkedIn profile, or services after an update means you acknowledge the updated policy.

15. Contact Us

If you have questions about this Privacy Policy or would like to make a privacy request, please contact us:

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THE WAY IS HERE