

Privacy Policy

Effective Date: 05/11/2025

Welcome to **Gerlach Estates LLC** ("we," "us," or "our"). We are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect the information we collect from visitors to our website and users of our services, including SMS communications.

Information We Collect

Personal Information:

When you use our website or engage with our services, including SMS campaigns, we may collect personal information such as your name, address, phone number, and email address. We collect this information when you voluntarily provide it through forms, interactions, or opt-ins.

How We Use Your Information

We may use the information we collect for the following purposes:

- To identify you and provide you with our services
 - To respond to inquiries or comments
 - To communicate with you about our offerings
 - To send transactional and informational messages, including SMS
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Opt-In Consent

Before collecting your information, we will obtain your explicit consent through an opt-in mechanism. By providing your personal information and opting into our SMS program, you are expressly consenting to the collection and processing of that information for the purposes described in this Privacy Policy.

Information Sharing

We do not sell, trade, or otherwise transfer your personal information to unaffiliated third parties.

We may share your information only in the following limited circumstances:

- **Service Providers:** We may share your information with third-party service providers who assist us in providing and maintaining our services (e.g., SMS delivery platforms). These providers are contractually obligated to maintain the confidentiality and security of your information.
- **Legal Compliance:** We may disclose your information when required to do so by law, regulation, or legal process, or to protect the safety, rights, or property of our users or others.

Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Your Choices

- **Access & Update:** You may access or update your personal information by contacting us at support@gerlachestates.com.
- **SMS Opt-Out:** You can opt out of receiving SMS communications from us at any time by texting **STOP** to the number from which you received the message.
- **Help:** Text **HELP** for assistance with our messaging program.

Data Security

We take reasonable steps to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, please note that no method of transmission over the Internet or electronic storage is 100% secure.

Children's Privacy

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from minors. If you believe that a child has provided us with personal information, please contact us and we will take appropriate action to delete such data.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or for other operational reasons. Updates will be posted on our website with the new effective date.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

Gerlach Estates LLC

Email: support@gerlachestates.com

Website: gerlachestates.com

Thank you for choosing Gerlach Estates LLC. Your privacy matters to us.