

# Privacy Policy

**Website:** <https://businessempowerinc.com/betl-homes>

**Company:** BETL Homes

**Contact Email:** [logistics@businessempowerinc.com](mailto:logistics@businessempowerinc.com)

**Phone:** +1 630-451-9988

## 1. Introduction

BETL Homes respects your privacy. This Privacy Policy explains what information we collect, how we use it, how we protect it, your privacy choices, and how we handle SMS/text messaging information.

By using this website, submitting information to us, requesting an offer, joining our buyer list, opting into text messages, or communicating with us, you agree to this Privacy Policy.

## 2. What Information We Collect

We may collect personal, property, communication, website, and transaction-related information.

### Personal Information

This may include:

- Name
- Email address
- Phone number
- Mailing address
- Business name
- Buyer or seller status
- Communication history

### Property Information

If you submit a property, we may collect:

- Property address
- Ownership information
- Property condition
- Photos or videos
- Repair information
- Occupancy status
- Mortgage or lien information
- Tax information
- Asking price
- Timeline to sell
- Reason for selling, if voluntarily provided

## **Buyer and Investor Information**

If you join our buyer list, we may collect:

- Name
- Email address
- Phone number
- Buying criteria
- Preferred markets
- Budget
- Proof of funds or financing status
- Investment experience
- Property preferences

## **SMS and Communication Information**

If you communicate with us by phone, text message, SMS, MMS, email, voicemail, or other communication method, we may collect:

- Phone number
- Email address
- Message content
- Date and time of communications
- SMS opt-in status
- SMS opt-out requests
- Delivery status

- Support requests
- Communication preferences

## **Website, Cookie, and Tracking Information**

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device type
- Pages visited
- Time spent on website
- Referral source
- Cookies
- Pixels or tracking tags
- Form activity
- Analytics data

## **3. How We Collect Information**

We may collect information when you:

- Visit our website
- Complete a seller form
- Request a cash offer
- Join our buyer list
- Schedule a call
- Upload photos or documents
- Call, text, email, or message us
- Reply to an SMS message
- Opt in or opt out of text messages
- Respond to advertising
- Interact with our social media
- Are referred to us by another person or business

## **4. How We Use Your Data**

We may use your information to:

- Respond to your inquiry
- Evaluate a property
- Make or discuss an offer
- Schedule appointments
- Conduct due diligence
- Communicate about a transaction
- Add you to our buyer or seller database
- Send available property opportunities
- Send appointment reminders
- Send SMS/text message updates
- Send email follow-ups
- Provide customer support
- Process opt-out or unsubscribe requests
- Maintain communication records
- Improve our website and systems
- Prevent fraud or misuse
- Maintain business records
- Comply with legal obligations
- Market our services, where permitted by law

## **5. SMS Opt-In Details**

If you provide your phone number and opt into SMS/text messages from BETL Homes, you agree that we may send you text messages related to your inquiry, property, offer request, buyer list registration, appointment, transaction updates, available property opportunities, documentation, and related services.

Our SMS program may include:

- Seller inquiry follow-ups
- Property offer updates
- Appointment reminders
- Buyer and investor list updates
- Available property notifications
- Property access or showing instructions
- Transaction and document reminders

- Customer support messages
- Marketing or promotional messages, where permitted by law

Message frequency may vary.

**Message and data rates may apply.** Your mobile carrier may charge standard messaging, data, or other fees.

You may opt out of text messages at any time by replying **STOP** to any text message from us.

You may request help by replying **HELP** or contacting us at:

**Email:** [logistics@businessempowerinc.com](mailto:logistics@businessempowerinc.com)

**Phone:** +1 630-451-9988

**Website:** <https://businessempowerinc.com/betl-homes>

After you opt out, we may send one confirmation message confirming that you have been unsubscribed. After that, you should no longer receive marketing text messages from us unless you later opt back in.

Mobile carriers are not responsible for delayed or undelivered messages.

You must be at least **18 years old** to submit information through this website, request an offer, join our buyer list, or participate in our SMS program.

## 6. No Sharing of SMS Opt-In Information

**SMS opt-in information and phone numbers collected for SMS communication purposes will not be shared, sold, rented, or disclosed to third parties or affiliates for their own marketing or promotional purposes.**

This includes SMS consent records, mobile phone numbers, and text messaging opt-in data.

We may share limited SMS-related information only with service providers who help us send, manage, or support our text messaging program, such as SMS platforms, CRM providers, or communication vendors. These providers may use the information only to provide services to BETL Homes and not for their own marketing purposes.

## 7. How We Share Your Information

We may share non-SMS-related information with parties involved in real estate transactions or business operations, including:

- Buyers
- Sellers
- Investors
- Title companies
- Escrow companies
- Attorneys
- Real estate agents
- Contractors
- Inspectors
- Lenders
- Transaction coordinators
- Marketing vendors
- CRM providers
- Website hosting providers
- Email service providers
- Analytics providers
- Government authorities, if required by law

For seller leads, we may share property details with potential buyers, partners, investors, contractors, title companies, or other transaction-related parties.

For buyers, we may share contact information or buying criteria when appropriate for a real estate opportunity or transaction.

However, as stated above, **SMS opt-in information and consent data will not be shared with third parties or affiliates for marketing or promotional purposes.**

## **8. Do We Sell Your Personal Information?**

We do not sell your personal information in the ordinary sense of exchanging it for money.

However, if we assign a contract, partner on a transaction, refer a lead, or share property information with buyers, investors, or transaction partners, certain information may be shared as part of normal real estate business activity.

Some privacy laws define “sale” or “sharing” broadly, especially where advertising or analytics tools are used. If applicable law gives you opt-out rights, you may contact us using the information below.

**We do not sell, rent, or share SMS opt-in information or mobile phone numbers for third-party marketing purposes.**

## **9. Cookies and Tracking Technologies**

We may use cookies, pixels, tags, analytics tools, and similar technologies to:

- Understand website traffic
- Improve website performance
- Remember user preferences
- Measure advertising campaigns
- Retarget website visitors
- Improve user experience
- Understand form activity and website engagement

You can adjust cookie settings in your browser. Some website features may not work properly if cookies are disabled.

Third-party platforms, such as analytics providers, advertising platforms, CRM systems, or website tools, may also use cookies or tracking technologies according to their own privacy policies.

## **10. Data Security Practices**

We use reasonable administrative, technical, and physical safeguards designed to protect information from unauthorized access, misuse, loss, alteration, or disclosure.

These safeguards may include:

- Limiting access to information to authorized users
- Using secure systems and service providers
- Maintaining business records in controlled systems
- Monitoring for unauthorized activity where practical
- Using password-protected accounts and platforms

- Restricting access to communication and transaction records

However, no website, email, text message, cloud storage system, CRM, SMS platform, or online platform can be guaranteed to be completely secure.

Please do not submit highly sensitive information unless requested and unless you are comfortable doing so.

## **11. Data Retention**

We may retain information as long as reasonably necessary to:

- Respond to inquiries
- Manage transactions
- Maintain buyer and seller databases
- Maintain SMS opt-in and opt-out records
- Comply with legal obligations
- Resolve disputes
- Prevent fraud
- Maintain business records
- Improve our services

When information is no longer needed, we may delete, archive, anonymize, or securely dispose of it.

## **12. Email Marketing and Unsubscribe Rights**

You may opt out of marketing emails by clicking the unsubscribe link in our emails or by contacting us directly.

Even if you opt out of marketing emails, we may still send non-marketing communications related to an active inquiry, appointment, property evaluation, transaction, legal notice, or service-related matter where permitted by law.

## **13. Your Rights and Choices**

Depending on your state or location, you may have rights to:

- Request access to your information
- Request correction of inaccurate information
- Request deletion of certain information
- Request that we update your contact information
- Opt out of marketing emails
- Opt out of SMS/text messages by replying **STOP**
- Request a copy of certain information
- Opt out of certain data sharing or targeted advertising, where applicable

To request access, correction, deletion, or an update to your information, contact us at:

**Email:** [logistics@businessempowerinc.com](mailto:logistics@businessempowerinc.com)

**Phone:** +1 630-451-9988

We may need to verify your identity before completing your request.

## 14. Third-Party Websites

Our website may link to third-party websites, property platforms, title companies, scheduling tools, payment services, CRM systems, SMS platforms, or other external resources.

We are not responsible for the privacy practices, content, or security of third-party websites.

## 15. Children's Privacy and Age Restriction

Our website and services are intended for adults. You must be at least **18 years old** to use this website, submit property information, request an offer, join our buyer list, or participate in our SMS program.

We do not knowingly collect personal information from children under 13.

If we learn that we collected information from a child under 13, we will take reasonable steps to delete it.

## 16. California Privacy Rights

If you are a California resident, you may have additional rights under California privacy law, depending on whether the law applies to our business.

These rights may include the right to know, delete, correct, and opt out of certain sharing or sale of personal information.

To submit a request, contact us at:

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## **17. Updates to This Privacy Policy**

We may update this Privacy Policy from time to time. The updated version will be posted on this website with a new effective date.

Your continued use of the website after updates means you accept the revised Privacy Policy.

## **18. Contact Us**

For privacy questions or requests, contact:

**BETL Homes**

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