



Privacy Policy

1. Introduction

Russell Realty & Development (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect your data when you visit our website, communicate with us, or use our real estate services.

By accessing our website or engaging with our services, you agree to this Privacy Policy.

2. Information We Collect

We may collect personal and non-personal information from clients, website visitors, and service users, including but not limited to:

- **Personal Information:**
 - Name, email address, phone number, and mailing address
 - Property preferences and financial qualification details (when voluntarily provided)

- Transaction-related data when buying, selling, or renting property
- **Technical Information:**
 - IP address, browser type, and device information
 - Pages visited, time spent on site, and referral sources
 - Cookies or tracking technologies to improve website performance and user experience

We only collect information that is necessary to provide our real estate services or improve communication with clients.

3. How We Use Your Information

Your data is used to deliver and improve our services. We may use your information to:

- Respond to inquiries, schedule appointments, and provide requested information
- Conduct property searches, market analysis, and valuations
- Facilitate real estate transactions and documentation
- Send updates, newsletters, or promotional information (with your consent)
- Analyze trends to enhance client experience and improve our marketing efforts

We will never sell, rent, or lease your personal information to third parties.

4. How We Share Your Information

We may share limited personal information with:

- **Licensed real estate professionals** working under Russell Realty & Development
- **Third-party service providers** (e.g., lenders, title companies, or inspectors) necessary to complete a transaction
- **Technology vendors** providing CRM, email, or website hosting services under strict confidentiality agreements

- **Legal or regulatory authorities**, if required by law

All third parties are obligated to handle your data securely and in compliance with applicable privacy laws.

5. Data Storage and Security

We use secure servers, encrypted databases, and password-protected systems to safeguard your information.

While we take every precaution to protect your data, no method of online transmission or storage is 100% secure. You acknowledge that you provide your information at your own risk.

6. Your Rights and Choices

You have the right to:

- Access and review your personal information
- Request correction or deletion of inaccurate data
- Opt out of marketing communications at any time
- Request that your data not be shared with third parties (unless legally required)

To exercise your rights, please contact us at:

 cookie@russellrealtydevelopment.com or  205-534-0896

7. Cookies and Tracking

Our website uses cookies and analytics tools to understand visitor behavior, improve functionality, and personalize user experience.

You can disable cookies in your browser settings, but doing so may affect site performance.

8. Third-Party Links

Our website may include links to external websites or services. We are not responsible for the privacy practices or content of those third-party sites.

9. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in regulations or our business practices. Updates will be posted on our website with a revised effective date.