

# PRIVACY POLICY

## Alcantara International Realty

[www.alcantararealty.com](http://www.alcantararealty.com)

*Effective Date: February 20, 2026*

### 1. Introduction

Alcantara International Realty ("we," "us," or "our") is a real estate business operating in the State of Florida. We are committed to protecting the privacy of our clients, prospective buyers, sellers, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with us through our website, phone, text messaging, or other means of communication.

By using our services or providing us with your information, you agree to the practices described in this Privacy Policy.

### 2. Information We Collect

We may collect the following categories of personal information:

#### a. Information You Provide Directly

- Full name
- Phone number (including for SMS/text communications)
- Email address
- Property details such as address, property type, purchase/sale price, desired features, and transaction timelines
- Financial information as necessary to facilitate real estate transactions (e.g., pre-approval status, budget range)
- Any other information you voluntarily provide to us

#### b. Information Collected Automatically

- IP address and browser type when you visit our website
- Pages visited, time spent, and referring URLs via cookies and analytics tools

### 3. How We Use Your Information

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

- To respond to your inquiries and provide real estate services
- To send you property listings, market updates, and transaction-related communications

- To contact you via phone call, email, or SMS/text message (including automated messages) regarding our services
- To fulfill our obligations under Florida real estate licensing law and applicable regulations
- To improve our website and marketing efforts
- To comply with legal and regulatory requirements

## **4. Text Messaging (SMS) Communications**

### **Messaging Terms and Conditions**

By providing your phone number and agreeing to receive texts, you consent to receive text messages from Isabel Alcantara at 561-209-5115. You will receive property updates, listing information, appointment reminders, and real estate informational messages via SMS. Consent is not a condition of purchase. Message frequency varies. Message and data rates may apply. Reply HELP for help, STOP to unsubscribe. You can also contact us at 561-209-5115 or [isabel@alcantararealty.com](mailto:isabel@alcantararealty.com).

Each SMS message we send will include the following footer: Reply HELP for help, STOP to unsubscribe. Msg & data rates may apply.

### **Data Sharing**

- Customer data is not shared with 3rd parties for promotional or marketing purposes.
- Mobile opt-in and consent are never shared with anyone for any purpose. Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data.
- Mobile opt-in information is never shared with third parties.

## **5. Disclosure of Your Information**

We may share your personal information with the following parties only as necessary to provide services or comply with the law:

- Licensed real estate professionals (agents, brokers, co-brokers) involved in your transaction
- Third-party service providers who assist us in operating our business, including Customer Relationship Management (CRM) platforms, email marketing platforms, phone and messaging services (e.g., Grasshopper), and website analytics providers
- Title companies, lenders, inspectors, and other parties directly involved in a real estate transaction
- Government agencies or regulatory bodies as required by Florida law or federal law
- Any party with your explicit consent

We require all third-party service providers to maintain appropriate security measures and to use your information only as needed to perform services on our behalf.

## **6. Cookies and Analytics**

Our website may use cookies and similar tracking technologies to enhance your browsing experience and analyze website traffic. You may disable cookies through your browser settings, though some features of our website may not function properly as a result.

## **7. Data Retention**

We retain your personal information for as long as necessary to provide our services, comply with legal obligations under Florida real estate law (which may require retention of transaction records for up to five years), and resolve disputes. When your information is no longer needed, we will securely delete or anonymize it.

## **8. Data Security**

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission or storage is 100% secure. We encourage you to protect your personal information and notify us immediately if you believe your information has been compromised.

## **9. Your Rights and Choices**

Depending on applicable law, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to legal retention requirements
- Opt out of marketing communications at any time

To exercise any of these rights, please contact us using the information in Section 12 below.

## **10. Children's Privacy**

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from minors. If you believe we have inadvertently collected information from a minor, please contact us and we will promptly delete it.

## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will revise the Effective Date at the top of this page. We encourage you to review this policy periodically. Continued use of our services after any changes constitutes your acceptance of the updated policy.

## **12. Contact Us**

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

**Alcantara International Realty**

Website: [www.alcantararealty.com](http://www.alcantararealty.com)