

PRIVACY POLICY

Cross Power Real Estate Brokerage

Last Updated: October 1, 2026

Cross Power Real Estate Brokerage (“Cross Power,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you provide to us. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website, contact our brokerage, request information about a property, register for real estate services, communicate with one of our agents, or otherwise interact with Cross Power Real Estate Brokerage.

By using our website or providing information to us, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, as well as certain information automatically generated when you use our website or online services.

Information we may collect includes:

- Name, mailing address, email address, telephone number, and other contact information.
- Information provided through property inquiry forms, contact forms, registration forms, open-house registrations, home valuation requests, buyer or seller questionnaires, leasing inquiries, and similar forms.
- Information about your real estate interests, including properties you are interested in buying, selling, leasing, or renting.
- Property addresses and information relating to property you own or are considering purchasing or selling.
- Financial or transaction-related information that you voluntarily provide in connection with a real estate transaction.
- Communications between you and Cross Power, including email, telephone, text message, website, and social-media communications.
- Information required to prepare or process real estate documents, contracts, disclosures, applications, or transaction records.
- Internet Protocol address, browser type, device information, referring website, pages viewed, and other website usage information.
- Cookie, analytics, and similar technology information.
- Any other information you voluntarily provide to us.

Please do not submit Social Security numbers, banking credentials, passwords, or other highly sensitive information through ordinary website forms, email, or text messaging unless specifically requested through an appropriate secure method.

2. How We Use Information

Cross Power may use personal information to:

- Provide real estate brokerage and related services.
- Respond to inquiries regarding homes, land, commercial properties, rentals, or other real estate.
- Communicate with prospective buyers, sellers, landlords, tenants, and clients.
- Establish property searches and provide listing information.
- Arrange property showings and appointments.
- Prepare market analyses or property valuations.
- Assist with real estate transactions.
- Prepare and process contracts, disclosures, and other transaction documents.
- Coordinate with other real estate professionals and transaction participants.
- Provide information about our services, listings, market conditions, or other real estate matters that may interest you.
- Manage and improve our website and services.
- Maintain business and transaction records.
- Detect or prevent fraud, misuse, or security incidents.
- Comply with legal, regulatory, professional, and contractual requirements.
- Protect the rights, safety, and property of our clients, agents, employees, business partners, and Cross Power.

3. Real Estate Transactions

Real estate transactions often require information to be shared with other parties in order to provide requested services and complete a transaction.

Depending upon the circumstances, Cross Power may share appropriate information with cooperating real estate brokers and agents, Multiple Listing Services ("MLS"), title companies, escrow companies, lenders, mortgage professionals, inspectors, appraisers, surveyors, attorneys, home-warranty companies, contractors, photographers, transaction coordinators, property managers, governmental agencies, homeowner associations, and other persons or organizations involved in or reasonably necessary to a real estate transaction.

Information shared will generally be limited to information reasonably necessary for the applicable service or transaction.

4. Service Providers

We may use third-party companies to provide services on our behalf, including:

- Website hosting.
- Customer relationship management systems.
- Email and text-messaging services.
- Electronic signature services.
- Document storage.
- Transaction-management systems.
- Website analytics.
- Marketing services.
- Cybersecurity services.
- Accounting and administrative services.

These providers may have access to personal information when necessary to perform services for Cross Power. We expect service providers handling personal information on our behalf to use appropriate safeguards and process information for the purposes for which it was provided.

5. Multiple Listing Services and Third-Party Real Estate Websites

Cross Power may submit listing information to one or more Multiple Listing Services. Information entered into an MLS may be distributed to participating real estate professionals and, where authorized, displayed on real estate websites, brokerage websites, property-search services, and other platforms.

Property information made publicly available through an MLS or other authorized real estate service may continue to appear in historical property records or third-party databases after a transaction closes or a listing expires.

Cross Power does not control the privacy practices of independent MLS organizations or third-party websites.

6. Cookies and Website Technologies

Our website may use cookies and similar technologies to:

- Help the website function properly.
- Remember user preferences.
- Understand how visitors use the website.
- Measure website traffic.
- Improve our services and website performance.

We may also use third-party analytics or advertising services. These providers may collect information about your device and interaction with our website.

Most internet browsers allow users to control or disable cookies through browser settings. Disabling certain cookies may affect portions of the website.

Where required by applicable law, users may be provided additional choices regarding cookies, targeted advertising, or similar technologies.

7. Email Communications

If you provide your email address, Cross Power or one of its real estate professionals may communicate with you regarding properties, real estate services, market information, transactions, or other matters relating to your inquiry or relationship with us.

You may unsubscribe from marketing emails by following the unsubscribe instructions contained in the message or by contacting us.

Transactional or service-related communications may still be sent when reasonably necessary to provide requested services or complete a transaction.

8. Text Messages and Mobile Information

If you provide your mobile telephone number and consent to receive text messages, Cross Power and its authorized representatives may send text messages regarding:

- Property inquiries.
- Showing appointments.
- Transaction matters.
- Real estate services.
- Other communications consistent with the consent you provided.

Message frequency may vary. Message and data rates may apply. Consent to receive marketing text messages is not a condition of purchasing real estate brokerage services.

You may opt out of text messaging at any time by replying **STOP** to a message. You may reply **HELP** for assistance or contact Cross Power directly.

Cross Power does not sell mobile telephone numbers or text-messaging consent information to third parties for their own marketing purposes.

Mobile opt-in information and consent will not be shared with third parties or affiliates for unrelated marketing or promotional purposes. Information may be shared with vendors or service providers when necessary to operate our messaging services or provide services requested by you.

9. Social Media

Cross Power may maintain pages or accounts on social-media platforms.

Information you submit through Facebook, Instagram, LinkedIn, or another social-media service may also be subject to the privacy policies and terms of that platform.

Information you choose to post publicly on social media should be considered public information.

10. Sale of Personal Information

Cross Power does not sell personal information to third parties in exchange for money as part of its ordinary real estate brokerage business.

Certain privacy laws may define the “sale” or “sharing” of personal information more broadly, particularly in connection with online advertising or analytics technologies.

Where applicable law provides a right to opt out of such activities, Cross Power will honor valid requests as required by law.

11. Data Security

Cross Power uses reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, destruction, or misuse.

However, no website, electronic communication system, database, or internet transmission can be guaranteed to be completely secure.

Users should use appropriate care when transmitting sensitive information electronically.

Cross Power will comply with applicable legal requirements concerning the handling of data-security incidents.

12. Retention of Information

We may retain personal information for as long as reasonably necessary to:

- Provide services.
- Maintain transaction and business records.
- Satisfy legal or regulatory requirements.
- Resolve disputes.

- Enforce agreements.
- Protect legitimate business interests.
- Fulfill the purposes for which the information was collected.

Real estate laws, brokerage requirements, contractual obligations, litigation considerations, tax requirements, or other legal obligations may require certain transaction information to be retained even after a client relationship has ended.

13. Texas Privacy Rights

Texas residents may have certain rights regarding their personal data under applicable Texas privacy laws.

Depending upon the applicability of the law and the circumstances, these rights may include the ability to:

- Request confirmation that personal data is being processed.
- Access personal data.
- Correct inaccuracies in personal data.
- Request deletion of certain personal data.
- Obtain certain personal data in a portable format.
- Opt out of certain uses of personal data involving targeted advertising.
- Opt out of the sale of personal data.
- Opt out of certain forms of profiling.

Cross Power will respond to verified privacy requests as required by applicable law.

To submit a privacy request, contact us using the information in the **Contact Us** section below.

We may need to verify your identity before processing a request.

If a request is denied, you may have the right under applicable law to appeal that decision by contacting us and indicating that you are submitting a privacy-request appeal.

Nothing in this Privacy Policy is intended to provide rights beyond those required by applicable law.

14. Sensitive Personal Information

Cross Power does not seek to collect sensitive personal information unless it is reasonably necessary to provide requested services, conduct a real estate transaction, satisfy a legal obligation, or serve another lawful purpose.

Where consent is required by applicable law before processing sensitive personal information, we will seek the required consent.

15. Children's Privacy

Our website and brokerage services are intended primarily for adults and are not directed toward children under the age of 13.

We do not knowingly seek to collect personal information directly from children under 13 through our website.

If we learn that information from a child under 13 has been collected in circumstances requiring parental consent, we will take appropriate action consistent with applicable law.

16. Third-Party Websites

Our website may contain links to third-party websites, including:

- Property-search websites.
- Mortgage providers.
- Title companies.
- Real estate resources.
- Social-media platforms.
- Government agencies.
- Other businesses and service providers.

Cross Power is not responsible for the privacy practices, security, accuracy, or content of websites operated by third parties.

We encourage users to review the privacy policies of websites they visit.

17. Privacy Controls

Some browsers and devices provide privacy preference signals or “Do Not Track” settings.

Because standards governing these technologies continue to evolve, our website may not respond to every browser-based signal.

Where applicable law requires recognition of a particular universal opt-out mechanism or privacy preference signal, Cross Power will comply with applicable requirements.

18. Business Transfers

If Cross Power is involved in a merger, acquisition, sale, reorganization, transfer of assets, change in ownership, or similar business transaction, personal information may be transferred as part of that transaction subject to applicable law and appropriate confidentiality protections.

19. Legal Requirements

Cross Power may disclose information when reasonably necessary to comply with:

- Applicable law.
- A subpoena or court order.
- A governmental request.
- Regulatory requirements.
- Professional obligations.
- Other legal processes.

We may also disclose information when reasonably necessary to investigate fraud, protect the security of our systems, enforce agreements, or protect the legal rights or safety of Cross Power, its clients, agents, employees, or others.

20. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our services, technology, business practices, or applicable laws.

When the Privacy Policy is updated, the revised version will be posted on our website with an updated **Last Updated** date.

We encourage visitors to review this Privacy Policy periodically.

21. Contact Us

Questions about this Privacy Policy or requests concerning your personal information may be directed to:

Cross Power Real Estate Brokerage

Lone Oak, Texas

Telephone: [INSERT PHONE NUMBER]

Email: [INSERT EMAIL ADDRESS]

Website: [INSERT WEBSITE ADDRESS]

When submitting a privacy request, please provide enough information for us to identify you and understand the nature of your request.

Please do not send Social Security numbers, banking credentials, passwords, or other highly sensitive information by ordinary email.

Cross Power Real Estate Brokerage

Texas Real Estate Brokerage

© 2026 Cross Power Real Estate Brokerage. All rights reserved.