

Privacy Policy

Effective Date: January 1, 2026

This Privacy Policy explains how DFW Property Pros / John E. Honegger III ("we," "us," "our"), a real estate licensee affiliated with eXp Realty, collects, uses, discloses, and protects personal information from visitors to our website and landing pages (the "Site"), and describes your rights under the Texas Data Privacy and Security Act (TDPSA) and other applicable law.

By using the Site, you acknowledge this Policy. If you do not agree with it, please discontinue use of the Site.

1. Who We Are

John E. Honegger III is a licensed real estate agent in the State of Texas, sponsored by and operating under eXp Realty, LLC. [Insert TREC license number]. This Site is used to market real estate services, listings, and related content in the Dallas-Fort Worth Metroplex.

2. Information We Collect

Information you provide directly, such as when you register, request a valuation, contact us, subscribe to a newsletter, or submit a form: - Name, email address, phone number, mailing address - Property interests (buying, selling, budget, preferred areas) - Communication preferences, including SMS/text opt-in

Information collected automatically: - IP address, browser type, device type, operating system - Pages visited, referring URLs, time on site, click behavior (via cookies and analytics tools)

Sensitive personal data: We do not knowingly collect sensitive personal data (e.g., precise geolocation, government ID numbers, financial account numbers, health, or biometric data) through this Site. If that ever changes, we will update this Policy and obtain your opt-in consent first, as required by TDPSA.

We do not sell sensitive personal data or biometric personal data.

3. How We Use Your Information

We use personal information to: - Respond to inquiries and provide requested real estate services - Send market updates, listing alerts, and newsletters (with consent/opt-out available) - Operate and improve the Site and our marketing - Route leads and contact information into our CRM/transaction systems, including systems used by our sponsoring brokerage, eXp Realty - Comply with legal, regulatory, and TREC recordkeeping obligations

We limit our use of personal data to the purposes disclosed here, consistent with TDPSA's data minimization requirement.

4. How We Share Your Information

We do not sell your personal data. We may share information with: - **Our sponsoring brokerage, eXp Realty**, for transaction management, compliance, and supervision purposes - **MLS/IDX providers** (e.g., NTREIS) as required to display or process listing data - **Service providers** who support our business, such as CRM/lead platforms (e.g., BoldTrail/kvCORE), hosting providers, email/SMS platforms, and payment processors - **Legal authorities**, if required by law, subpoena, or to protect our rights, or those of a client or third party

No mobile opt-in information or text messaging consent data is shared with any third party for marketing or promotional purposes, and this category of data is excluded from all other sharing described in this Policy.

5. Your Privacy Rights (Texas Residents)

Under the TDPSA, Texas residents have the right to: - **Confirm** whether we process your personal data, and access it - **Correct** inaccuracies in your personal data - **Delete** personal data we hold about you - **Obtain a copy** of your personal data in a portable format - **Opt out** of the processing of your personal data for targeted advertising, sale, or certain profiling - **Appeal** a denial of any of the above requests

To exercise these rights, contact us at info@dfwpropertypros.com or **(972) 786-3342**. We will respond within 45 days (extendable by an additional 45 days when reasonably necessary). If we deny your request, you may appeal by replying to our denial notice; if the appeal is denied, you may contact the Texas Attorney General.

We do not discriminate against you for exercising these rights.

Universal opt-out signals: Where technically supported, we honor recognized opt-out preference signals (such as Global Privacy Control) as a valid method of opting out of targeted advertising or sale of data, per TDPSA requirements.

6. Cookies and Tracking Technologies

We use cookies and similar technologies to operate the Site, remember preferences, and analyze traffic. You can control cookies through your browser settings, including refusing non-essential cookies. Some Site features may not function properly if cookies are disabled.

7. SMS/Text Messaging

If you opt in to receive text messages from us, message and data rates may apply, and message frequency varies. You may opt out at any time by replying **STOP**, or by contacting us at info@dfwpropertypros.com. Consent to receive texts is never shared with or sold to third parties for marketing purposes, and this remains true regardless of any other provision of this Policy.

8. Data Security

We use reasonable administrative, technical, and physical safeguards to protect personal information. No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. Data Retention

We retain personal data only as long as necessary to fulfill the purposes described in this Policy, satisfy legal or TREC recordkeeping obligations, or resolve disputes, after which it is securely deleted or de-identified.

10. Third-Party Links

The Site may link to third-party websites (e.g., MLS search portals, social media, eXp Realty's corporate site). We are not responsible for the privacy practices of those sites and encourage you to review their policies separately.

11. Children's Privacy

This Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13. If we learn we have inadvertently done so, we will delete it promptly.

12. Changes to This Policy

We may update this Policy periodically to reflect changes in law or our practices. The "Effective Date" above will be updated accordingly, and material changes will be posted on this page.

13. Contact Us

John E. Honegger III eXp Realty Email: info@dfwpropertypros.com
Phone: (972) 786-3342

If you have concerns we do not resolve, you may contact the Texas Attorney General's Consumer Protection Division regarding your rights under the TDPSA.

This policy addresses requirements under the Texas Data Privacy and Security Act (Tex. Bus. & Com. Code Ch. 541). It does not constitute legal advice.