

Privacy Policy

Effective Date: December 1, 2025

This Privacy Policy describes how **Paper Plane Realty** (referred to as "we," "us," or "our"), an Illinois residential real estate brokerage, collects, uses, protects, and discloses information gathered from users ("you" or "user") of the <https://www.paperplanerealty.com/> website (the "Site") and any related services.

1. Information We Collect

We collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you.

A. Information You Provide Directly

This information is collected when you fill out forms, register for services, or communicate with us, including:

- **Contact Information:** Name, email address, mailing address, and telephone number.
- **Property Preferences:** Information about your home buying, selling, or investing interests (e.g., desired location, price range, property type).
- **Communication Data:** Records of correspondence, including emails and chat history.

B. Information Collected Automatically

When you visit the Site, we automatically collect certain information, primarily through cookies and tracking technologies:

- **Device and Usage Data:** IP address, browser type, operating system, pages viewed, time spent on pages, and dates/times of access.
- **IDX Search Activity:** Details about the properties you view, save, or mark as favorites via our Integrated Data Exchange (IDX) feeds.

C. Information Collected by Third Parties

We may receive information about you from third-party partners (e.g., lead generators, advertising services, or public records) in compliance with their privacy policies and applicable laws.

2. How We Use Your Information

We use the collected information for the following business purposes:

- **To Provide Services:** To fulfill requests for real estate services (buying, selling, or investing), respond to inquiries, and schedule consultations.

- **IDX and MLS Data:** To facilitate your property searches and provide accurate listing data sourced from the Multiple Listing Service (MLS).
- **Communication:** To send newsletters, market updates, and other relevant information about our services and the Chicagoland real estate market.
- **Marketing and Analytics:** To analyze Site usage, track the effectiveness of our marketing campaigns, and improve our services and user experience.
- **Compliance and Security:** To comply with legal obligations, enforce our Terms of Service, and protect against security threats or fraudulent activity.

3. Sharing and Disclosure of Information

We may share your information with the following parties:

- **Paper Plane Realty Agents and Employees:** Information is shared internally with agents and staff strictly for the purpose of servicing your real estate needs and managing client relationships.
- **Service Providers:** Third-party vendors who perform services on our behalf, such as website hosting, IT support, email delivery, and marketing analytics (e.g., Google Analytics, Wix, or similar platforms).
- **Business Partners:** In the course of a real estate transaction, we may share necessary information with trusted third parties, including:
 - Mortgage brokers or lenders.
 - Title companies or closing attorneys.
 - Home inspectors or appraisers.
- **Legal Compliance:** We may disclose information if required to do so by law, court order, or governmental regulation, or in the good faith belief that such action is necessary to protect the rights or property of Paper Plane Realty.

4. Cookies and Tracking Technologies

Our Site uses "cookies," which are small files stored on your device, to enhance your browsing experience, analyze Site traffic, and personalize content. By using our Site, you consent to the use of cookies.

- **You have the option** to set your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, some parts of the Site may not function properly, including the IDX search.

5. Your Rights and Choices

Depending on where you reside, you may have the right to:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request that we correct any inaccurate personal information.

- **Deletion:** Request that we delete personal information we have collected from you, subject to certain exceptions required by law (e.g., for record-keeping of real estate transactions).
- **Opt-Out of Marketing:** You can opt-out of receiving marketing emails from us by following the unsubscribe link provided in those emails.

To exercise any of these rights, please contact us using the contact information provided below.

6. Protection of Your Information

We implement standard industry security measures designed to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet is 100% secure, and we cannot guarantee absolute security.

7. Changes to This Policy

We reserve the right to update this Privacy Policy at any time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top. Your continued use of the Site after any changes indicates your acceptance of the new terms.

8. Contacting Us

If you have any questions about this Privacy Policy, your data, or the practices of this Site, please contact us:

Paper Plane Realty

Email: trevor@paperplanerealty.com

Phone: 708-341-1009

Address: 3550 N Lake Shore Drive #1718 Chicago IL 60657