

Below is a professional Privacy Policy suitable for **Overton Properties Associates (OPA Rentals)** that covers your website, contact forms, rental vacancy notifications, marketing emails, and SMS (if you add texting later). It is written in plain language while covering the key topics most small businesses need. Since laws vary by location, you should have an attorney review it before publishing.

Privacy Policy

Effective Date: [Insert Date]

Overton Properties Associates ("OPA Rentals")

At Overton Properties Associates ("OPA Rentals," "we," "our," or "us"), we respect your privacy and are committed to protecting the personal information you provide when visiting our website.

This Privacy Policy explains what information we collect, how we use it, and your choices regarding your information.

Information We Collect

When you visit our website or contact us, we may collect the following information:

Personal Information

You may voluntarily provide:

- Name
- Email address
- Phone number
- Property interests
- Preferred rental location
- Monthly budget
- Move-in timeframe
- Any information you submit through contact forms

Vacancy Notification Signup

If you join our vacancy notification list, we may collect:

- Name
- Email address
- Phone number (optional)

- Preferred neighborhoods
 - Number of bedrooms
 - Desired rent range
-

Automatically Collected Information

Our website may automatically collect:

- IP address
 - Browser type
 - Device information
 - Pages visited
 - Time spent on our website
 - Referring website
 - Cookies and similar technologies
-

How We Use Your Information

We use your information to:

- Respond to inquiries
 - Schedule property showings
 - Notify you of available rental properties
 - Send vacancy alerts
 - Provide updates regarding properties
 - Improve our website
 - Improve customer service
 - Send newsletters and marketing communications (only if you opt in)
 - Comply with legal obligations
-

Vacancy Alerts and Marketing Communications

If you choose to subscribe, we may send you:

- New rental listings
- Upcoming vacancies
- Open house announcements
- Property availability updates
- Special promotions
- Company news

You may unsubscribe at any time by:

- Clicking the "Unsubscribe" link in our emails
 - Replying STOP to text messages (if applicable)
 - Contacting us directly
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Text Messaging (SMS)

If you provide your mobile phone number and opt in, we may send:

- Vacancy notifications
- Appointment reminders
- Property updates
- Rental opportunities

Message frequency varies.

Standard carrier messaging and data rates may apply.

You may opt out at any time by replying:

STOP

Cookies

Our website may use cookies to:

- Improve website performance
- Remember preferences
- Analyze website traffic
- Enhance user experience

You can disable cookies in your browser settings.

Sharing Your Information

We do **not sell** your personal information.

We may share information with trusted service providers that help us operate our business, including:

- Email marketing providers
- Website hosting providers

- Property management software
- Customer communication platforms

These providers are only permitted to use your information to provide services on our behalf.

We may also disclose information when required by law.

Data Security

We take reasonable measures to protect your personal information using administrative, technical, and physical safeguards.

However, no method of transmitting information over the Internet is completely secure.

Data Retention

We retain personal information only as long as necessary to:

- Provide requested services
 - Maintain vacancy notification lists
 - Meet legal obligations
 - Resolve disputes
-

Your Choices

You may request to:

- Access your information
- Correct inaccurate information
- Delete your information
- Unsubscribe from marketing communications

To make a request, contact us using the information below.

Third-Party Links

Our website may contain links to third-party websites.

We are not responsible for their privacy practices.

Children's Privacy

Our website is not intended for children under 13 years of age.

We do not knowingly collect personal information from children.

Changes to This Privacy Policy

We may update this Privacy Policy periodically.

Changes will be posted on this page with an updated Effective Date.

Contact Us

Overton Properties Associates (OPA Rentals)

Website: <https://oparentals.com>

Email: [Insert Email Address]

Phone: (832) 779-7237

Vacancy Notification Consent Language

Place this directly below your signup form:

Stay Updated! Sign up to receive email and/or text notifications about new rental vacancies, available properties, special announcements, and other updates from Overton Properties Associates. You may unsubscribe at any time by clicking the unsubscribe link in our emails or replying STOP to text messages. We respect your privacy and will never sell your personal information.

Information to Collect on the Vacancy Signup Form

To maximize the usefulness of your vacancy notifications while keeping the form simple, consider collecting:

Required

- First Name
- Last Name

- Email Address

Optional

- Mobile Phone Number (for SMS alerts)
- Preferred City or Neighborhood
- Number of Bedrooms
- Maximum Monthly Rent
- Desired Move-In Date
- Pet Information (Yes/No)
- Do you currently rent? (Yes/No)

Include these consent checkboxes:

☐ I agree to receive email notifications about rental vacancies and property updates.

☐ I agree to receive SMS/text messages regarding rental vacancies and appointments.

Message and data rates may apply. Reply STOP to opt out.

These checkboxes help demonstrate consent for communications and align with common email and SMS marketing best practices.