

# Kelner Homes: Unified Site Policies

**Effective Date:** February 2, 2026

## I. Privacy Policy

### 1. Introduction

Kelner Homes (the "Company") operates Kelnerhomes.com. This policy outlines our protocols for the collection, utilization, and disclosure of personal information. By using our services, you consent to these data practices.

### 2. Information Collection and Categorization

We collect several types of information to provide and improve our service to you:

- **Personally Identifiable Information (PII):** Full legal names, mailing addresses, email addresses, and phone numbers.
- **Financial Information:** Details regarding budget, financing preferences, or pre-qualification status.
- **Usage Data:** Automatically collected data including browser type, device identifiers, and time spent on property pages.

### 3. Non-sharing Clause

- No mobile information will be shared with third parties/affiliates for marketing/promotional purposes.
- Information sharing to subcontractors in support services, such as customer service, is permitted.
- All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

### 4. Processing and Legal Basis

We process data based on contractual necessity (e.g., fulfilling property viewing requests), legal obligations (e.g., anti-money laundering regulations), and legitimate business interests.

## 5. Data Retention and Disclosure

Personal data is retained only as long as necessary to fulfill the purposes set out in this policy or to comply with legal obligations. We may share information with licensed real estate partners, escrow agents, and regulatory authorities as required by law.

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## II. Terms of Service

### 1. Acceptance and Eligibility

The services provided by Kelner Homes are subject to these Terms of Service. By accessing this site, you confirm you are at least 18 years of age.

### 2. SMS Service Terms

Kelner Homes provides property listings, communication tools, and educational content via SMS to users who opt in.

- **Opt-Out:** You can cancel the SMS service at any time. Just text 'STOP' to our designated phone number.
- **Confirmation:** After you send the SMS message 'STOP' to us, we will send you an SMS message to confirm that you have been unsubscribed.
- **Re-enrollment:** After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
- **Support:** If you are experiencing issues with the messaging program, you can reply with the keyword HELP for more assistance or contact us directly at [legal@kelnerhomes.com](mailto:legal@kelnerhomes.com).
- **Liability:** Carriers are not liable for delayed or undelivered messages.

- **Rates:** As always, message and data rates may apply for any messages sent to you from us and to us from you. Please contact your wireless provider for questions about your text or data plan.
- **Privacy Link:** If you have any questions regarding privacy, please read our privacy policy: <https://kelnerhomes.com/privacy-policy>.

### 3. Usage Guidelines and Prohibitions

- Listing data is for personal, non-commercial use only.
- Users are prohibited from using automated systems (screen scraping) to extract data from this website.
- Reverse engineering or disassembling any software used by the site is strictly forbidden.

### 4. Governing Law

These terms are governed by the laws of the State of Florida.

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## III. Cookie and Tracking Policy

### 1. Tracking Technologies

Kelnerhomes.com utilizes cookies, web beacons, and pixels to recognize your browser and enhance your navigation experience.

### 2. Functional and Analytical Cookies

- **Functional:** Remembers choices like language or region.
- **Analytical:** Uses tools like Google Analytics to improve site performance. Users may opt out using the Google Analytics Opt-out Browser Add-on.

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**Contact Information** For legal inquiries, please contact: [legal@kelnerhomes.com](mailto:legal@kelnerhomes.com).