

# PRIVACY POLICY

**Effective Date: June 6, 2026**

**Operated by Buyer Reach, LLC for ReDiY**

## 1. Overview

This Privacy Policy explains how Buyer Reach, LLC ("ReDiY," "we," "our," or "us") collects, uses, shares, licenses, and protects personal information and media through our website, mobile pages, QR code campaigns, and related online services ("Services").

By using our Services or submitting information to us, you agree to the terms of this Policy.

## 2. Information We Collect

We may collect the following categories of information: personal information including name, address, email, phone number, and payment details. Property and transaction data including property addresses, listing details, and media files related to your property. Device and behavioral data including IP address, browser type, device identifiers, cookies, and analytics events. Media including photos, videos, floor plans, or other creative works you upload, commission, or authorize through ReDiY.

## 3. How We Collect Data

We collect information when you register or fill out forms on our site, scan ReDiY QR codes, purchase or approve a media package, interact with our ads or surveys, communicate by email, text, or chat, or use our website, which uses cookies, pixels, and analytics tools.

### **Cookies and Tracking:**

We use first-party and third-party cookies for analytics, security, and advertising. You may disable cookies through browser settings, though some features may not function correctly.

## 4. How We Use Information

We use collected data to provide and improve our Services, deliver purchased media packages, develop analytics and reporting, prevent fraud and ensure security, and comply with legal obligations.

We may create aggregated or de-identified data for internal analytics and lawful commercial purposes.

## 5. Media Licensing and Use

All photos, videos, renderings, floor plans, and other creative assets ("Media") uploaded, submitted, or produced through ReDiY — whether provided by you, created by a third-party photographer, or commissioned through Buyer Reach, LLC — are governed by the following license terms.

By providing, purchasing, commissioning, or authorizing the creation of Media through ReDiY, you represent and warrant that you either own the Media or have obtained all rights and permissions necessary for ReDiY to use it, that you have informed any contractor or photographer that ReDiY may store, edit, distribute, and sublicense that Media, and that you agree to indemnify and hold harmless Buyer Reach, LLC (d/b/a ReDiY) against any claim involving that Media.

You grant Buyer Reach, LLC, its affiliates, successors, and ReDiY a perpetual, worldwide, non-exclusive, transferable, sub-licensable, royalty-free license to use, reproduce, modify, adapt, publish, display, distribute, and create derivative works from the Media for any lawful purpose, including but not limited to marketing, advertising, resale, portfolio display, product development, or analytics.

Ownership of the original Media remains with you or your photographer; however, Buyer Reach, LLC retains the right to use and monetize such Media indefinitely, even after account closure or termination of Services.

Buyer Reach, LLC reserves the right to remove, decline to host, or restrict use of any Media that violates law, third-party rights, or these Terms.

## 6. Data Retention and Sharing of Information

We retain data as long as needed for the purposes described in this Policy, for legal compliance, or for dispute resolution.

### **Sharing to Facilitate Your Home Sale:**

ReDiY shares your personal information and property data with third parties as necessary to help you sell your home. This includes but is not limited to mortgage brokers, lenders, title companies, real estate agents, home service providers, contractors, trades, and any other service providers involved in marketing, preparing, or closing the sale of your home. This sharing is a standard part of the home selling process and is not optional if you wish to use our Services.

### **Sale of Personal Information for Marketing or Referral Purposes:**

Separately, ReDiY may sell or license your personal information and property data to third parties for marketing, lead generation, referral fee arrangements, or other commercial purposes. Third parties may include data brokers, real estate agents, mortgage brokers, lenders, home service providers, contractors, and marketing partners.

Categories of information we may sell include name, address, email, phone number, property address, listing details, and transaction history.

### **Opt-Out of Sale of Your Information:**

If you wish to opt out of the sale of your personal information for marketing or referral purposes, you may do so by emailing [privacy@rediy.co](mailto:privacy@rediy.co) with the subject line "Do Not Sell My Information." Include your full name, email address, and property address used with ReDiY. We will process your request within 45 days. Opting out will not affect our ability to share your information as necessary to facilitate your home sale.

## 7. SMS and Text Messaging

By providing your phone number, you consent to receive text messages from ReDiY about your listing, our Services, and related communications. Message and data rates may apply.

You may opt out at any time by replying STOP to any message you receive. Once we process your opt-out, you will receive no further text messages from us.

Consent to receive text messages is not a condition of purchasing any goods or services.

## 8. Data Security

We employ encryption, access controls, and monitoring to protect information in transit and at rest. No system is perfectly secure; use of our Services is at your own risk.

## 9. International Data Transfers

If you access our Services outside the U.S., your data may be processed in the United States. We rely on standard contractual clauses or equivalent safeguards for cross-border transfers.

## 10. Children's Privacy (COPPA Compliance)

Our Services are not directed to children under 13. We do not knowingly collect or maintain personal information from anyone under 13 years of age.

If we learn that we have inadvertently received information from a child under 13 without verified parental consent, we will promptly delete that information.

Parents or guardians who believe we may have collected data from their child can contact us at [privacy@rediy.co](mailto:privacy@rediy.co) with the subject line "COPPA Request."

For users aged 13 through 17, we require that uploaded or commissioned media not include identifiable images of minors unless parental or guardian consent has been obtained and documented.

**Warning to Sellers:** You are responsible for ensuring that any media you upload or submit to ReDiY does not contain identifiable images of minors without verified parental or guardian consent. Blur faces or crop photos to remove identifiable children before submitting.

## 11. State Privacy Rights

Certain U.S. state privacy laws such as the California Consumer Privacy Act, Colorado Privacy Act, Connecticut Data Privacy Act, Utah Consumer Privacy Act, and Virginia Consumer Data Protection Act provide residents with specific rights regarding their personal information, including the right to opt out of the sale of their personal information.

As described in Section 6, ReDiY may sell personal information to third parties. If you are a resident of a state that provides opt-out rights, you may exercise that right by emailing [privacy@rediy.co](mailto:privacy@rediy.co) with the subject line "Do Not Sell My Information."

We will respond to verified requests as required by law.

## **12. Updates to This Policy**

We may revise this Policy periodically. Any material changes will appear on our website with a new effective date. Continued use after updates constitutes acceptance of the revised Policy.

## **13. Contact Us**

All privacy-related requests, including access, deletion, or opt-out, must be submitted by email only to ensure verification and secure handling.

**Buyer Reach, LLC / ReDiY**

**Email: [privacy@rediy.co](mailto:privacy@rediy.co)**

We do not process privacy requests sent by mail, phone, or social media channels. Email is the official and exclusive method of contact for all privacy inquiries.

**END OF PRIVACY POLICY**