Privacy Policy

Welcome to our website. We value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect your information and the choices available to you.

1. Information We Collect

We may collect the following types of personal information:

- **Identity Data:** First and last name.
- **Contact Data:** Email address and phone number.
- **Technical Data:** IP address, browser type and version, time zone setting, operating system, and similar technical information.
- **Usage Data:** Information about how you use our website, products, and services.
- **Communication Data:** Your communication preferences and information you provide when communicating with us.

We collect this information primarily when you provide it through website forms, requests, communications, or other interactions with us.

We may also automatically collect certain technical and usage information through cookies, server logs, and similar technologies.

2. How We Use Your Information

We may use your personal information to:

- Provide and administer our products and services.
- Respond to questions, requests, and inquiries.
- Communicate with you regarding your policies, accounts, applications, appointments, or requests.
- Send appointment reminders, confirmations, and other service-related communications.
- Send text messages when you have provided your mobile number and we have a legitimate business purpose for doing so.
- Communicate important information regarding our services, policies, or your relationship with us.
- Improve our website, services, and customer experience.
- Understand customer and prospective customer needs and preferences.

- Comply with applicable laws and regulations.
- Protect our rights, property, systems, and the security of our customers and others.

3. SMS/Text Messaging

If you provide your mobile phone number, we may use text messaging to communicate with you about our services and your relationship with us.

These messages may include appointment reminders and confirmations, responses to requests you have made, policy or account-related information, service updates, and other informational or administrative communications.

We do not use SMS/text messaging to send promotional or marketing messages.

Message frequency will vary depending on your interactions and requests. Message and data rates may apply.

You may opt out of text messages at any time by replying **STOP** to a message from us. You may also contact us directly to request that text messaging be stopped.

For help, reply **HELP** or contact us at (770) 394-3700 or help@standardequity.com.

We do not sell your mobile phone number or share it with third parties for their own marketing purposes.

We may share your mobile phone number with service providers that assist us with communications, customer service, technology, or SMS delivery. These providers are authorized to use the information only as necessary to provide services to us and are not authorized to use your mobile phone number for their own marketing purposes.

4. Data Sharing and Disclosure

We do not sell your personal information or share your personal information with third parties for their own marketing or promotional purposes.

We may share personal information in the following circumstances:

- **Service Providers:** With third-party providers that perform services on our behalf, such as website hosting, information technology, data storage, customer service, telecommunications, and SMS delivery.
- **Legal Obligations:** When required by law, regulation, legal process, or governmental request.
- **Protection:** When reasonably necessary to protect our rights, property, systems, customers, employees, or others.

5. Data Storage and Security

We use reasonable administrative, technical, and physical safeguards designed to protect your personal information against unauthorized access, use, alteration, disclosure, or destruction.

These measures may include access controls, encryption where appropriate, security monitoring, and other safeguards. However, no method of transmitting or storing information can be guaranteed to be completely secure.

6. Your Privacy Choices

Depending on applicable law, you may have rights regarding your personal information, including the right to:

- Request access to personal information we maintain about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of personal information, subject to applicable legal requirements.
- Request restriction of certain processing.
- Object to certain uses of your personal information.
- Request changes to your communication preferences.

7. Opting Out of Communications

You may request that we stop sending certain communications to you.

- **SMS/Text Messages:** Reply **STOP** to a text message from us or contact us directly.
- **Email:** Use the unsubscribe link included in applicable marketing emails or contact us directly.
- **Other Communications:** Contact us using the information provided below to update your communication preferences.

Opting out of certain communications does not necessarily prevent us from sending communications that are necessary to provide services, administer your policies or accounts, respond to requests you have made, or comply with legal or regulatory requirements.

8. Cookies and Similar Technologies

We may use cookies, server logs, and similar technologies to operate our website, understand how visitors use our website, improve our services, and analyze website traffic.

You may be able to control or disable cookies through your browser settings. Disabling certain cookies may affect the functionality of our website.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, information practices, or applicable laws.

If we make material changes, we may provide notice or obtain consent when required by applicable law. We encourage you to review this Privacy Policy periodically to stay informed about our privacy practices.

10. Contact Us

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