



PRIVACY POLICY

Effective Date: 01/01/2026

The Grosse Pointe Board of REALTORS® (“GPBR,” “we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website located at www.GPBR.com (the “Website”) or interact with us online.

Your use of this Website is also governed by our:

- **Terms & Conditions:** www.GPBR.com/Terms-and-Conditions
- **SMS Terms:** www.GPBR.com/SMS-Terms

If you do not agree with this Privacy Policy or our related terms, please do not use the Website.

1. Organization Information

Grosse Pointe Board of REALTORS® (GPBR)

710 Notre Dame, Suite 2

Grosse Pointe, MI 48230

United States

Phone: 313-882-8000

Email: members@gpbr.com

2. Information We Collect

2.1 Personal Information You Provide

When you:

- Apply for membership
- Renew membership
- Register for events or classes

- Purchase merchandise
- Make sponsorship payments
- Make donations
- Subscribe to communications
- Opt in to SMS communications
- Contact us via email or forms
- Access the member portal

We may collect:

- Name
 - Business name
 - Mailing address
 - Email address
 - Phone number (including mobile number for SMS communications)
 - License number (real estate or appraiser)
 - Payment information (processed through third-party providers)
 - Event attendance information
 - Professional credentials
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2.2 Payment Information

Payments are processed securely through:

- Authorize.net
- National Association of REALTORS® E-Commerce platform

GPBR does not store full credit card numbers on its servers.

2.3 Automatically Collected Information

When you visit our Website, we may automatically collect:

- IP address
- Browser type
- Device information
- Pages visited
- Date and time of access
- Referring website

This information is used for analytics, security, and Website improvement.

3. How We Use Your Information

We may use your information to:

- Process membership applications and renewals
- Verify eligibility and licensing
- Register you for events and classes
- Process payments
- Provide access to the member portal
- Maintain the Member Directory
- Send association communications
- Send SMS/text notifications if you have opted in
- Improve our Website and services
- Comply with legal and regulatory obligations

SMS communications are governed by our **SMS Terms** available at:

www.GPBR.com/SMS-Terms

4. Member Directory

Certain member information may be included in the GPBR Member Directory for professional networking purposes.

Directory information may include:

- Name
- Brokerage
- Business contact information
- Professional designation

Members may contact GPBR to request corrections to their directory listing.

The Member Directory may not be used for spam, mass solicitation, or unauthorized marketing. Improper use may result in suspension of access in accordance with our **Terms & Conditions** (www.GPBR.com/Terms-and-Conditions).

5. How We Share Information

We do not sell personal information.

We may share information with:

- The National Association of REALTORS® and affiliated organizations
- Payment processors (Authorize.net and NAR E-Commerce)
- SMS service providers (if you opt in to text communications)
- Event venues or instructors when necessary
- Service providers who assist in Website hosting or communications
- Government authorities when required by law

All third-party service providers are expected to maintain appropriate security measures.

6. International Users

GPBR operates in the United States. If you access the Website from outside the United States, you understand and agree that your information will be transferred to and processed in the United States.

Data protection laws in the United States may differ from those in your jurisdiction.

By using the Website, you consent to this transfer.

7. Cookies & Tracking Technologies

Our Website may use cookies and similar technologies to:

- Enhance user experience
- Analyze Website traffic
- Improve functionality

You may disable cookies through your browser settings; however, doing so may affect Website functionality.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information.

However, no method of transmission over the Internet or electronic storage is completely secure. We cannot guarantee absolute security.

9. Data Retention

We retain personal information for as long as necessary to:

- Maintain membership records
- Comply with legal obligations
- Resolve disputes
- Enforce agreements, including our Terms & Conditions

When information is no longer required, it is securely deleted or archived in accordance with applicable laws.

10. Your Rights & Choices

You may:

- Request access to your personal information
- Request correction of inaccurate information

- Update contact information
- Opt out of marketing emails
- Opt out of SMS messages in accordance with our SMS Terms

Requests may be submitted to: **members@gpbr.com**

Michigan and U.S. laws govern your privacy rights unless otherwise required by applicable law.

11. Children’s Privacy

This Website is not directed to individuals under the age of 18. We do not knowingly collect personal information from minors.

12. Third-Party Links

The Website may contain links to third-party websites, including:

- National Association of REALTORS®
- Event registration platforms
- Payment processors

GPBR is not responsible for the privacy practices of third-party websites. Users are encouraged to review the privacy policies of those sites.

13. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted with a revised Effective Date.

Continued use of the Website constitutes acceptance of the revised policy.

14. Contact Us

If you have questions about this Privacy Policy or how your information is handled, please contact:

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Grosse Pointe, MI 48230

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