



SMS Terms & Privacy Policy

Grosse Pointe Board of REALTORS® (GPBR)

Last Updated: 02/18/2026

1. Program Description

By opting into SMS communications from **Grosse Pointe Board of REALTORS® ("GPBR," "we," "us," or "our")**, as an applicant or member of the Grosse Pointe Board of REALTORS®, you agree to receive recurring text messages related to:

- Member communications and updates
- Application status notifications
- Event reminders and registration confirmations
- Continuing education notifications
- Billing and dues reminders
- Association announcements
- Marketing and promotional communications

Message frequency varies depending on your interaction with GPBR.

2. Consent to Receive SMS Messages

By applying for and/or establishing membership with our Association and/or providing your mobile phone number and affirmatively opting in, as an applicant or member of the Grosse Pointe Board of REALTORS®, you expressly consent to receive SMS messages from GPBR at the number provided.

Consent to receive SMS messages:

- Is not a condition of membership, application approval, purchase, or service
- Applies only to communications related to your relationship with GPBR
- May be withdrawn at any time (see Opt-Out section below)

Opt-in may occur through:

- Website registration forms
- Membership or application forms
- Event sign-up forms
- Verbal or written authorization
- Text keyword opt-in

3. Message & Data Rates

Message and data rates may apply depending on your mobile carrier and service plan. GPBR is not responsible for any charges incurred from your mobile carrier.

4. Opt-Out Instructions

You may opt out of receiving SMS messages at any time by:

- Replying **STOP** to any message you receive
- Emailing us at: members@gpbr.com and/or allison@gpbr.com
- Calling us at: 313-882-8000 and/or 313-769-2083

After you text STOP, you will receive one final confirmation message confirming your opt-out. You will not receive further SMS messages unless you re-enroll.

For assistance, reply **HELP** to any message or contact us using the information below.

5. Information We Collect

When you opt in to SMS communications, we may collect:

- Your mobile phone number
- Your name (if provided)
- Message interaction data
- Opt-in and opt-out timestamps
- Associated membership or application details

If opt-in occurs via website, we may also collect IP address and form submission data for compliance verification.

6. How We Use SMS Information

We use collected information to:

- Deliver communications related to your status as an applicant or member
- Provide membership and association services
- Send important updates and reminders
- Maintain records of consent
- Comply with applicable legal and regulatory requirements

7. Protection of Personal Contact Information

GPBR will never sell, rent, trade, or share applicants' or members' personal contact information — including mobile phone numbers — with third parties for their marketing or promotional purposes.

Your personal contact information is used solely for communications related to your relationship with GPBR and for legitimate operational purposes.

We may share limited information only with trusted service providers (such as SMS delivery platforms or IT vendors) strictly for the purpose of delivering authorized communications and maintaining our systems. These providers are contractually required to safeguard your information.

8. Data Security

We implement commercially reasonable administrative, technical, and physical safeguards to protect your information against unauthorized access, disclosure, or misuse.

9. Data Retention

We retain SMS consent records and related messaging logs as required by applicable federal regulations, carrier requirements, and industry standards.

10. Changes to This Policy

GPBR may update this SMS Terms & Privacy Policy from time to time. Updates will be posted on this page with a revised “Last Updated” date.

11. Contact Information

If you have any questions regarding this SMS policy, please contact:

Grosse Pointe Board of REALTORS® (GPBR)

710 Notre Dame, Suite #2

Grosse Pointe, Michigan 48230

Email: members@gpbr.com

Phone: 313-882-8000