

Waypoint Property Solutions Privacy Policy

Effective Date: January 1, 2026

Waypoint Property Solutions (“Waypoint,” “we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your information when you interact with our website, services, and communications.

Information We Collect

We may collect personal information when you interact with our services, including but not limited to:

- Name
- Phone number
- Email address
- Mailing address
- Rental, financial, and application information
- Government-issued identification, when required
- Payment and banking details for rent collection or owner disbursements

We may collect this information when you:

- Submit a form on our website
- Complete a rental application
- Sign a lease or management agreement
- Communicate with us by phone, email, or text message
- Engage in a real estate or property management transaction

How We Use Your Information

We use your information to provide and improve our services, including to:

- Process rental applications and conduct background or credit checks
- Manage properties and tenant relationships
- Communicate regarding leasing, maintenance, and account updates
- Send service-related notifications by email, phone, or SMS
- Provide property management services to owners
- Respond to inquiries and provide requested information
- Improve our website and customer experience

We may also use your information to follow up on inquiries and provide information about our services.

SMS and Communication Consent

By providing your phone number, you consent to receive communications from Waypoint Property Solutions, including text messages related to:

- Leasing and property management updates
- Maintenance notifications
- Account and transaction alerts
- Follow-up communication regarding your inquiry or interest in our services

Message frequency may vary. Message and data rates may apply. You may opt out at any time by replying STOP, or request assistance by replying HELP.

How We Protect Your Information

We take reasonable measures to protect your personal information, including:

- Secure digital systems with restricted access
- Password-protected platforms and encrypted data
- Physical safeguards for printed documents
- Limiting access to authorized personnel only

We require team members and partners to maintain confidentiality and protect your information.

Sharing of Information

We do not sell your personal information.

We may share your information only as necessary to provide services, including with:

- Property owners, when required for leasing decisions or management services
- Service providers, such as maintenance vendors and payment processors
- Screening providers for credit, background, or rental history checks
- Professional partners, such as title companies and lenders
- Government agencies or other parties when required by law

All third parties are expected to maintain the confidentiality of your information.

Cookies and Website Tracking

Our website may use cookies and similar technologies to:

- Improve user experience
- Analyze website traffic

- Understand user behavior

You can modify your browser settings to disable cookies if you prefer. Disabling cookies may affect some website functionality.

Your Rights and Choices

You may have the right to:

- Request access to your personal information
- Request corrections to inaccurate information
- Opt out of marketing communications
- Request deletion of your information where applicable

To make a request, please contact us using the information listed below.

Data Retention and Disposal

We retain personal information only as long as necessary to fulfill business, legal, or regulatory requirements. When information is no longer needed, we take reasonable steps to securely dispose of it through:

- Secure deletion of electronic records
- Shredding or destruction of physical documents

Children's Privacy

Our services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children.

Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

Contact Us

If you have any questions about this Privacy Policy, please contact:

Waypoint Property Solutions
7070 SW 61st Place

Ocala, FL 34474
352-840-3479