

Hall Equities Group — Privacy Policy

Last Updated: January 2025

Hall Equities Group (“Hall Equities Group,” “we,” “our,” or “us”) is committed to protecting your privacy and being transparent about how we handle personal information. This Privacy Policy describes the types of personal information we collect, how we use it, the choices and rights available to you, and how to contact us regarding our privacy practices.

This Privacy Policy applies to **hallequitiesgroup.com** and any services or pages that link to this policy (collectively, the “Website”). By accessing or using the Website, you agree to this Privacy Policy.

1. Information We Collect

We collect information in two ways:

- (1) information you voluntarily provide, and
 - (2) information collected automatically when you use the Website.
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A. Information You Provide

1. Email Inquiries / Contact Forms

If you submit a question or message through our secure email portal, we may collect:

- Your name (if provided)
- Email address
- Any information included in your message

This information is used solely to respond to your inquiry.

It is **not** used for marketing, advertising, retargeting, or added to promotional lists without explicit consent.

We do **not** sell or share this information with third parties.

B. Information Collected Automatically

We use basic, privacy-focused analytics tools to understand general website usage. This may include:

- IP address (anonymized or truncated where possible)
- Browser type, device type, and operating system
- Pages viewed and time spent on the Website
- Links clicked
- Approximate geographic location (city/region)
- Referring website or search engine

We do **not** track users across third-party sites.

We do **not** use cookies or analytics tools for targeted advertising.

2. How We Use Your Information

We use collected information for the following purposes:

A. To Respond to Your Inquiries

- Communicate with you about your message
- Provide requested information regarding properties or business matters

B. To Maintain and Improve the Website

- Analyze website usage trends
- Enhance user experience
- Troubleshoot technical issues
- Ensure the security and functionality of the Website

C. For Legal or Compliance Purposes

- Detect or prevent fraud or security issues
- Comply with applicable U.S. laws and legal processes
- Maintain necessary business records

We do **not** use personal information for:

- Behavioral or interest-based advertising

- Profiling or automated decision-making
 - Selling or sharing data under CCPA/CPRA definitions
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3. How We Share Information

We may share information only in the following limited situations:

A. Service Providers

We may provide information to third-party vendors who assist with:

- Website hosting
- Site security and performance
- Analytics (non-advertising based)

These providers may access information only to perform services on our behalf and are **contractually prohibited** from:

- Using the data for advertising
- Selling or sharing data
- Retaining information beyond what is necessary

B. Legal Requirements

We may disclose information if required to:

- Comply with applicable law
- Respond to regulatory or lawful government requests
- Protect our rights, property, or users
- Respond to emergencies where someone's physical safety is at risk

C. Business Transfers

In the event of a merger, acquisition, restructuring, or asset transfer, personal information may be transferred under strict confidentiality conditions.

We **do not** sell personal information.

We **do not** share personal information for cross-context behavioral advertising.

4. Cookies & Tracking Technologies

We use minimal cookies necessary for:

- Website functionality
- Security
- Basic analytics

We do **not** use:

- Advertising cookies
- Retargeting cookies
- Third-party tracking pixels for marketing

You may disable cookies through your browser settings at any time.

5. Data Retention

We retain personal information only as long as necessary for:

- Responding to inquiries
- Website performance and security
- Legal or regulatory obligations

Information submitted through the secure email portal is not stored longer than required to address the inquiry unless legally required or requested by the user.

6. Your Rights (Under U.S. & California Law)

If you are a California resident, you have rights under the **California Consumer Privacy Act (CCPA) as amended by the CPRA**, including:

A. Right to Know

You may request:

- What personal information we have collected
- The sources of that information

- The business purpose for collection
- The categories of third parties with whom we share information

B. Right to Delete

You may request deletion of your personal information, subject to exceptions (e.g., legal retention requirements).

C. Right to Correct

You may request correction of inaccurate personal information.

D. Right to Opt Out of Sale or Sharing

We do **not** sell or share personal information for advertising, so this right applies but does not require an opt-out mechanism.

E. Right to Limit Use of Sensitive Personal Information

We do not collect or use sensitive personal information for marketing or profiling.

F. Right to Non-Discrimination

We will not deny services or provide different levels of service if you exercise your privacy rights.

How to Submit a Privacy Request

You can exercise your rights by contacting us at:

Email: info@hallequitiesgroup.com

Phone: 925-933-4000

Mail: Hall Equities Group, 150 North Wiget Lane Suite 250, Walnut Creek, CA 94598

We will verify your identity before fulfilling the request.
Authorized agents may submit requests on your behalf.

7. Data Security

We implement commercially reasonable security measures to protect your information, including:

- Encryption where appropriate
- Secure server environments
- Access controls
- Monitoring for unusual activity

No system is 100% secure, and we cannot guarantee absolute security, but we take every reasonable step to safeguard user information.

8. Third-Party Links

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or policies of those websites.

We encourage users to review the privacy policies of any external websites they visit.

9. Children's Privacy

The Website is not intended for children under age 16.

We do not knowingly collect or process personal information from children.

If you believe information has been provided by a minor, please contact us so we may delete it.

10. Limitation of Liability

To the fullest extent permitted by law:

- Hall Equities Group is **not liable** for any damages resulting from unauthorized access, hacking, technical failures, or events beyond our reasonable control.
- While we take reasonable security measures, users acknowledge that no method of electronic transmission or storage is entirely secure.
- Your use of the Website is at your own risk.

Nothing in this section limits rights granted to consumers under California or U.S. privacy law.

11. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in laws, technology, or business practices.

When updated, the “Last Updated” date will be revised.

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

12. Contact Us

If you have questions about this Privacy Policy or our data practices, you may contact us at:

Hall Equities Group

150 North Wiget Lane Suite 250, Walnut Creek, CA 94598

Email: info@hallequitiesgroup.com

Phone: 925-933-4000