

Privacy Policy

How we collect, use, and protect the information you share with us.

Effective Date: July 27, 2026 | Last Updated: July 27, 2026

OVERVIEW This Privacy Policy explains what personal information Bry Barton Realtor, operating under The Group Realty in Northern Colorado, collects through brybartonnoco.com, why we collect it, how it is used and protected, and the choices available to you. It applies to visitors who browse our site, subscribe to our newsletter, or submit a contact or property inquiry form. By using this website, you agree to the practices described below.

Information We Collect

What you share with us directly, and what our website collects automatically.

- **Contact & Newsletter Information** — name, email address, phone number, and mailing address when you subscribe to our newsletter, submit a contact form, request a home valuation, or reach out about buying, selling, or listing property.
- **Property & Transaction Interest** — details about properties you view, save, or ask about, and information you provide when requesting a showing, consultation, or market analysis.
- **Automatically Collected Information** — IP address, browser and device type, pages visited, and referring links, gathered through standard cookies and analytics tools when you browse the site.
- **Communications** — records of emails, calls, texts, and form submissions exchanged with our office, kept as part of normal client service.

How We Use Your Information

Your information helps us respond to you and serve you well — nothing more.

- Respond to inquiries and schedule showings, consultations, or valuations
- Send our newsletter and Northern Colorado market updates to subscribers who have opted in
- Follow up on questions about buying, selling, or listing a property
- Maintain client and transaction records as required by Colorado real estate regulations
- Improve our website and marketing using aggregated, anonymized usage trends

We do not use automated decision-making that produces legal or similarly significant effects, and we do not sell your personal information to third parties for their own marketing purposes.

Cookies & Tracking Technologies

Small tools that help the site run smoothly and help us understand how it's used.

Our website uses cookies and similar technologies to remember your preferences, understand how visitors use the site, and measure the performance of our pages and listings. This may include standard analytics tools that report visit counts, pages viewed, and general geographic location.

Most browsers let you block or delete cookies through their settings. Blocking cookies may limit some site features, such as saved searches or contact form auto-fill. Where technically supported, we honor Global Privacy Control (GPC) and other recognized browser opt-out signals.

How We Share Information

Only with the people who need it to help complete your request or transaction.

- **Service Providers** — our email newsletter platform, client relationship management (CRM) software, website host, and analytics provider, each bound to use your information only to perform services for us.
- **MLS & IDX Systems** — property inquiry and search data may pass through local Multiple Listing Service and IDX feeds as required to return accurate listing information.
- **Transaction Professionals** — title companies, lenders, inspectors, or cooperating agents, only when relevant to a transaction you're actively part of.
- **Legal Requirements** — when disclosure is required to comply with the law, protect our rights, or respond to a valid legal request.

We do not sell your personal information.

NEWSLETTER & EMAIL OPT-OUT — Every newsletter and marketing email includes an unsubscribe link, and opting out takes effect immediately. You may also email bbarton@thegroupinc.com at any time to unsubscribe or update your preferences. Opting out of the newsletter does not affect direct replies to an active inquiry you've submitted, such as a showing request or question about a listing.

Your Privacy Rights

Rights for Colorado residents under the Colorado Privacy Act, and for out-of-state visitors under laws like California's CCPA/CPRA — extended as good practice to every visitor.

Depending on where you live, you may have the right to know what personal information we hold about you, request a copy of it, ask us to correct or delete it, and opt out of the sale, sharing, or targeted-advertising use of your information — though we do not sell or share personal information for cross-context advertising. Colorado residents (under the Colorado Privacy Act) and California residents (under the CCPA/CPRA) may also designate an authorized agent to make requests on their behalf and will not receive discriminatory treatment for exercising these rights.

Bry Barton Realtor is a Colorado-based brokerage that works with local clients as well as buyers and sellers relocating from other states, including California. We may fall below the consumer-volume and revenue thresholds that trigger formal compliance with these laws, but we honor reasonable access, correction, and deletion requests from any visitor, regardless of where they live. To make a request, contact us using the information below.

Data Security

Reasonable safeguards, applied consistently.

We use reasonable administrative and technical safeguards — including secure hosting, restricted access to client records, and encrypted form submissions where supported — to protect the information you share with us. No method of storage or transmission over the internet is completely secure, and we cannot guarantee absolute security.

Data Retention

We keep what we need, for as long as we need it.

We retain contact and transaction information for as long as necessary to fulfill the purposes described in this policy and to meet Colorado real estate recordkeeping requirements. When information is no longer needed, we delete or anonymize it.

Children's Privacy

This site is built for homebuyers and sellers, not children.

This website is not directed to children under 13, and we do not knowingly collect personal information from children. If we learn that a child has provided us information without parental consent, we will delete it promptly.

CHANGES TO THIS POLICY — We review this policy at least once a year and may update it as our practices, tools, or applicable laws change. The "Last Updated" date at the top of this page reflects the most recent revision. Material changes will be posted here before they take effect.

Contact Us

Questions about this policy, or a request to access, correct, or delete your information, can be directed to:

Bry Barton · The Group Realty · Northern Colorado

970-556-5918

bbarton@thegroupinc.com

brybartonnoco.com

Your information, handled with the same care as your next home.

Bry Barton

THE GROUP REALTY · NORTHERN COLORADO

This Privacy Policy is a general-purpose template prepared for Bry Barton Realtor and does not constitute legal advice. Please have it reviewed by a licensed attorney familiar with Colorado and applicable federal privacy law before publishing it to your website.