

SBY LLC Privacy Policy

Last updated: 06/10/2025

This document sets for the privacy policy of SBY LLC (“SBY,” “us,” “we,” or “our”). This policy will provide information explaining our practices regarding the collection, use, handling, and disposal of Personal Data (defined below in paragraph 1) when you use SBY’s websites, products, and services (collectively referred to as the “Service”). This Privacy Policy explains how we collect, use, disclose, secure, and dispose of your Personal Data. Capitalized terms used in this Privacy Policy have the same meaning as they do in SBY’s Terms of Use (accessible [here](#)), unless otherwise stated.

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1. THE PERSONAL DATA WE COLLECT ABOUT YOU

“Personal Data” means data that identify you as an individual. SBY collects the following types of Personal Data when you create an Account or otherwise access the Service:

- Name
- Postal address
- Billing address
- Telephone number
- Email address
- Credit and debit card number or other payment data

- Date of birth
- Images and video as necessary for the parts of the Service you select
- Driver's license
- Prequalification letter, depending upon what elements of the Service you order

2. CHANGES TO YOUR PERSONAL DATA

It is important that the Personal Data we hold about you is accurate and up-to-date. Please keep us informed if your Personal Data changes while you are using the Service.

3. HOW WE COLLECT YOUR PERSONAL DATA

Personal Data collection is obtained in a variety of ways, including, without limitation, (a) when you input information to create your Account; (b) when you make Purchases in connection with the Service; (c) when you communicate with us via email; and (d) through connections or posts you make to social media related to SBY. We do not currently use tracking technologies, such as cookies, pixels, and web beacons. If we decide to do so in the future, we will update this Privacy Policy as necessary.

4. HOW WE USE YOUR PERSONAL DATA

We use Personal Data and other data to provide the Service, to develop new offerings, to protect SBY, and for other purposes set forth below. In some instances, we will request that you provide Personal Data or other data to us directly. If you do not provide the data that we request, or prohibit us from collecting the data, we may not be able to provide the Service to you.

We use Personal Data for the following purposes:

- a. To provide the Service to you.
- b. To respond to your requests. If you contact us with a question or a request, we will use your information to respond to your request. For example, if you contact us via email with a question, we will use the information in that email and the email address you used to contact us to respond to you.
- c. To conduct data analytics to support our website and business. Typically, these analyses are done using aggregated or otherwise de-identified data. We use information, including automatically-collected information, to manage and improve our website and our business. For example, we use such information to manage our business needs, such as monitoring, analyzing, and improving the services and the website's performance and functionality.
- d. To manage risk and protect the Service. We use data to protect our Service (and you) by helping to detect and prevent fraud and abuse of the Service.
- e. To operate and improve our business.
- f. To maintain our records.
- g. To market to you. Information we collect about you and how you use and interact with the website and our services, ads, and other online content helps us to improve our website and offer additional products and services that we think might interest you. For example, we analyze information about user interactions with our marketing emails and online ads (such as whether emails have been opened or whether ads are clicked on) to determine whether those communications and ads are effective, and to understand what other website functionalities, products or services may interest you.

h. For legal, contractual and safety purposes. We will use your information as necessary to enforce the terms of our websites, to comply with all applicable laws and regulations, to defend or protect us, our users, you, or third parties from harm or in legal proceedings, to protect our rights, to protect our security and the security of our users and employees, to respond to court orders, lawsuits, subpoenas, and government requests, to address legal and regulatory compliance, to verify your identity or communications from you, to comply with contracts and other agreements to which we are a party, and to notify you of changes to our terms, policies, or practices.

i. For other purposes for which you provide your consent. We will use your information for other purposes which are disclosed to you at the time your information is collected or for purposes which can be inferred from or are obvious given the circumstances of collection. For example, if you give us your personal information when entering a contest, we will use that information to facilitate your participation in that contest.

5. DISCLOSURE OF YOUR PERSONAL DATA

Our goal is to provide you with the Service, and to do so, we may Personal Data under the following circumstances:

Service Providers. We disclose Personal Data to third-party service providers for the purposes described in this Privacy Statement. Examples of such service providers include the Arizona Regional Multiple Listing Service (“ARMLS” or “MLS”), companies that provide website hosting, data analysis, payment processing, information technology and related infrastructure provision, customer service, email delivery, marketing, auditing and other services.

Corporate Reorganization. We may disclose or transfer your Personal Data to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of the SBY business, assets or stock (including any bankruptcy or similar proceedings).

Other Disclosures. We will use and disclose Personal Data as we believe to be necessary or appropriate: (a) to comply with applicable law; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence and to meet national security or law enforcement requirements; (d) to enforce our terms and conditions; (e) to protect our operations; (f) to protect the rights, privacy, safety or property of SBY, you, or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

6. RECEIVING EMAILS

You can opt out of receiving future promotional email messages received directly from us or by our authorized service providers by following the opt-out instructions provided in any such message you receive. Some of our email communications may be transmitted on our behalf by our authorized service providers. As such, the opt-out language may differ depending upon the source, but generally states: “Click here to unsubscribe from future emails.” Please note that it may take up to ten (10) days to process your request. Please also be aware that we may continue to send you transactional and administrative communications, such as emails confirming your transactions with us, and notices regarding changes to our Terms of Use and Privacy Policy.

7. HOW WE KEEP YOUR PERSONAL DATA SECURE

We use appropriate organizational, technical and administrative measures to protect Personal Data. Unfortunately, no data transmission or storage system can be guaranteed 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of your Account has been compromised), please notify us immediately. Our contact information is at the end of this Privacy Policy.

8. HOW LONG WE RETAIN YOUR PERSONAL DATA

We will only retain your Personal Data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. In specific circumstances, we may store your Personal Data for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings.

9. LINKS TO THIRD-PARTY WEBSITES

This Privacy Policy addresses the use and disclosure of information we collect from you on our websites. Other websites that may be accessible through our website have their own privacy policies and data collection, use and disclosure practices. It may not always be apparent that you have gone to a third-party website. If you click on a link to any such website, we urge you review the website's privacy policy. We are not responsible for the privacy practices of any third-parties.

10. PUBLIC AREAS

We may provide areas on our website where you can publicly post information about yourself and communicate with others, such as discussion boards or blogs. This information may be accessible by other consumers and companies, and it may appear on other websites or web searches.

11. CHANGES TO PRIVACY POLICY

We may change our Privacy Policy from time to time. If we change our Privacy Policy, we will notify you by posting those changes on our website and other places we deem appropriate. Please review this Privacy Policy frequently so that you are aware of our current practices.

12. CONTACT US

You may contact SBY by phone at (480)-239-0518 or by email at contact@soldbyyou.com.