

Privacy Policy for Discipline Property Solutions Ruston LLC

Last Updated: September 26, 2025

This Privacy Policy describes how Discipline Property Solutions Ruston LLC ("we," "us," or "our") collects, uses, shares, and protects your personal information when you visit our website at www.dps-ruston.com (the "Site") or interact with our services related to property management, maintenance, leasing, and solutions in Ruston, Louisiana and surrounding areas (collectively, the "Services"). We are committed to protecting your privacy and complying with applicable federal laws, including the Telephone Consumer Protection Act (TCPA), the Children's Online Privacy Protection Act (COPPA), and other relevant U.S. regulations. By using the Site or Services, you consent to the practices described in this Privacy Policy.

If you have questions about this Privacy Policy, please contact us at info@dps-ruston.com or (318)585-0678.

1. Information We Collect

We collect information to provide and improve our Services. The types of information include:

- **Personal Information You Provide:** Name, email address, phone number, mailing address, payment information, and details about your property needs (e.g., rental inquiries, maintenance requests).
- **Automatically Collected Information:** IP address, browser type, device information, pages visited, and usage data via cookies and similar technologies.
- **Information from Third Parties:** Public records, marketing partners, or service providers (e.g., property listing platforms).

We do not knowingly collect sensitive personal information (e.g., health data) unless necessary for Services and with your consent.

2. How We Use Your Information

We use your information for legitimate business purposes, including:

- Providing Services, such as scheduling property viewings, sending maintenance updates, or processing payments.
- Communicating with you via email, phone, or SMS/text messages about your inquiries, Services, promotions, or important updates.
- Improving the Site and Services through analytics.
- Complying with legal obligations.
- Marketing and advertising, with your consent where required.

SMS and Phone Communications: To comply with the TCPA (47 U.S.C. § 227), we only send SMS messages (e.g., appointment reminders, service alerts) to phone numbers you provide with your prior express written consent. By submitting your phone number via our contact forms, opt-in checkboxes, or verbal agreement during calls, you consent to receive automated or prerecorded messages from our business phone number ((318)585-0678). Message frequency varies; standard data and messaging rates may apply. We use third-party SMS providers to deliver these messages. You may opt out at any time by replying "STOP" to any SMS, calling (318)585-0678, or emailing info@dps-ruston.com. Opting out will not affect your ability to use our Services. For help, reply "HELP" or contact us. We maintain records of your consent and opt-outs for compliance.

3. How We Share Your Information

We do not sell your personal information. We may share it with:

- Service providers (e.g., payment processors, SMS platforms) who are bound by confidentiality.
- Legal authorities if required by law.
- Business partners for joint Services (e.g., contractors), with your consent.

We do not share information with third parties for their marketing without your opt-in consent.

4. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tools to enhance your experience, analyze usage, and serve ads. You can manage preferences via your browser settings. For more details, see our Cookie Policy at <https://www.dps-ruson.com/cookie-policy>.

5. Data Security

We implement reasonable administrative, technical, and physical safeguards (e.g., encryption, access controls) to protect your information. However, no method is 100% secure, and we cannot guarantee absolute protection.

6. Data Retention

We retain your information only as long as necessary for the purposes described (e.g., 7 years for financial records per IRS requirements) or as required by law. Upon request, we will delete it unless legally obligated to retain.

7. Children's Privacy

Our Services are not directed to children under 13. We do not knowingly collect information from children under 13 without verifiable parental consent, in compliance with COPPA. If we learn we have such information, we will delete it promptly.

8. Your Privacy Rights

Depending on your location, you may have rights under federal or state laws (e.g., CCPA for California residents):

- Access, correct, or delete your information.
- Opt out of certain uses (e.g., sales, if applicable).
- Request data portability.

To exercise rights, contact us at info@dps-ruston.com. We will respond within 45 days. For SMS-specific rights, see Section 2.

9. International Transfers

We primarily operate in the U.S. and do not intentionally transfer data outside the U.S. If needed, we ensure adequate protections.

10. Changes to This Policy

We may update this Policy periodically. Changes will be posted here with the updated date. Continued use after changes constitutes acceptance.

11. Contact Us

Discipline Property Solutions Ruston LLC

119 S Maple St. Ruston, La 71270 USA

Email: info@dps-ruston.com

Phone: (318)585-0678

This Privacy Policy complies with U.S. federal regulations as of the last update. For personalized advice, consult a qualified attorney.