

DealDog CRM Privacy Policy

Effective Date: December 24, 2025 | Version 1.0

1. Introduction

DealDog CRM ("DealDog," "Platform," "we," "us," or "our"), operated by Reynolds Properties Group LLC, is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our customer relationship management platform designed for real estate investors, wholesalers, and bird dogs.

By accessing or using DealDog, you agree to this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access the Platform.

2. Information We Collect

2.1 Information You Provide

We collect information you voluntarily submit, including:

- Full name and contact information (email address, phone number)
- Company/business name and information
- Account credentials (username and password)
- Payment and billing information (processed securely through Stripe)
- Deal information (property addresses, financial details, deal terms)
- Buyer database information (contact details, investment criteria, purchase history)
- Support requests, form submissions, and communications with us

2.2 Information Collected Automatically

When you access the Platform, we may automatically collect:

- IP address and device identifiers
- Browser type, version, and settings
- Operating system information
- Pages visited, features used, and time spent on the Platform
- Login activity and session information
- Cookies and similar tracking technologies

3. How We Use Your Information

We use collected information for the following purposes:

- Provide, operate, and maintain the DealDog Platform
- Process transactions and send related information (confirmations, invoices)
- Facilitate deal-to-buyer matching within and across user accounts (Network Matching)
- Calculate and maintain Buyer Trust Index (BTI) scores
- Perform AI-powered deal underwriting and analysis
- Send login instructions, onboarding messages, and support communications
- Deliver product updates, training materials, and announcements
- Improve our algorithms, features, and user experience
- Enforce our Terms & Conditions and Platform Fee Policy
- Comply with legal obligations

4. Network Matching & Cross-Account Data Sharing

IMPORTANT: DealDog's core functionality includes matching Deals with Buyers across different user accounts ("Network Matching"). When you mark a Deal as "Network-Eligible" or add Buyers to your account, you acknowledge and consent that:

- Deal information may be shared with other DealDog users whose Buyers match your Deal criteria
- Buyer information may receive Deal teasers from other DealDog users
- Contact information may be exchanged between users when matches occur
- BTI scores are calculated using response data from network interactions

You retain ownership of your Deals and Buyer relationships. DealDog acts as a technology facilitator, not a transaction participant.

5. AI Processing & Automated Decision-Making

DealDog uses artificial intelligence to analyze Deal data and generate estimates including ROI projections, cash flow analysis, and match scores. These AI-generated outputs are for informational purposes only and do not constitute financial, investment, or legal advice. You should independently verify all information before making investment decisions.

6. SMS/Text Message Communications

By providing your phone number through any form on our website, funnel, or Platform, you consent to receive SMS text messages from DealDog. Message and data rates may apply. Message frequency varies based on your account activity and preferences.

Your SMS consent rights:

- You may opt out at any time by replying STOP to any message
- Reply HELP for assistance
- We never sell or share phone numbers for third-party marketing purposes

7. Sharing of Information

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

- **Other DealDog Users:** Through Network Matching as described in Section 4
- **Service Providers:** Including GoHighLevel (CRM infrastructure), Stripe (payment processing), Twilio (SMS/communications), OpenAI/Anthropic (AI processing), and email service providers
- **Legal Compliance:** When required by law, court order, or government request
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets
- **Protection of Rights:** To protect the safety, rights, or property of DealDog, our users, or others

8. Data Retention

We retain your personal information for as long as your account is active or as needed to provide services. After account termination, we may retain certain data as required by law, for legitimate business purposes (such as enforcing Platform Fees), or to resolve disputes. Deal and Buyer data may be retained in anonymized form for platform analytics and algorithm improvement.

9. Data Security

We implement appropriate technical and organizational measures to protect your information, including encryption, SSL/TLS protocols, secure authentication controls, and regular security assessments. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

10. Your Rights & Choices

Depending on your location, you may have certain rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request correction of inaccurate or incomplete information
- **Deletion:** Request deletion of your personal information (subject to legal retention requirements)
- **Opt-Out:** Opt out of marketing communications at any time
- **Data Portability:** Request your data in a portable format where technically feasible

To exercise these rights, contact us at support@dealdogcrm.com. We will respond within 30 days.

11. Cookies & Tracking Technologies

We use cookies and similar technologies to improve site functionality, analyze usage patterns, and personalize your experience. You can control cookie preferences through your browser settings. Note that disabling cookies may affect Platform functionality.

12. Children's Privacy

DealDog is not intended for individuals under 18 years of age. We do not knowingly collect personal information from children. If you believe we have collected information from a child, please contact us immediately at support@dealdogcrm.com.

13. California Privacy Rights

California residents may have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information is collected, request deletion, and opt out of the sale of personal information. As stated above, we do not sell personal information. To exercise your California privacy rights, contact support@dealdogcrm.com.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated policy on the Platform and updating the "Effective Date." Your continued use of DealDog after such modifications constitutes acceptance of the updated Privacy Policy.

15. Contact Information

For questions about this Privacy Policy or to exercise your privacy rights, please contact:

DealDog CRM

Operated by Reynolds Properties Group LLC

Email: support@dealdogcrm.com

Website: www.dealdogcrm.com

BY CREATING AN ACCOUNT OR USING DEALDOG, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO THIS PRIVACY POLICY.