

Privacy Policy

CMG Leasing, Inc.

Effective Date: February 16, 2026

CMG Leasing, Inc. ("**we**," "**us**," "**our**," or the "**Company**") is a property management and leasing company located in Blacksburg, Virginia. We manage residential and commercial properties and provide leasing services in the New River Valley area.

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information when you visit our website (the "**Site**"), submit an inquiry, or otherwise interact with us online.

By using our Site or providing information to us, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use our Site or provide us with your information.

1. Information We Collect

We may collect the following types of information:

A. Information You Provide Directly

- Contact information (name, email address, phone number, mailing address)
- Preferences and requests (e.g., desired property features, move-in dates, pet information)
- Communications (messages, emails, or notes from inquiries or service requests)

B. Information Collected Automatically

When you visit our Site, we (and our service providers) may collect:

- Device and browser information (IP address, browser type, operating system)
- Usage data (pages viewed, time spent, referring site)
- Cookies, pixels, or similar technologies (for analytics, functionality, and performance – see our Cookie Notice below)

We use **Google Analytics** to help analyze Site usage and improve our services. Google Analytics collects information such as how you interact with the Site, what pages you visit, and technical data like browser type and approximate location (derived from IP address). For more details, see the "Cookies and Tracking Technologies" section below.

C. Information from Third Parties

- From marketing or analytics partners (including aggregated data from Google Analytics)

- Limited information passed to our third-party service providers for leasing and application processing (see Section 3 below)

Note on Leasing Applications: We partner with third-party service providers to handle rental inquiries, lease applications, tenant screening (including credit, background, and rental history checks), and related services. We do not directly collect, store, or process sensitive application details (such as Social Security numbers, full income or financial information, government IDs for screening, or completed reports). Any such information is collected and handled directly by these third-party providers.

2. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and provide information about properties and services
- Improve our Site and services (including through analytics provided by tools like Google Analytics)
- Communicate with you about properties, services, or emergencies
- Comply with legal obligations (e.g., fair housing laws)
- Detect and prevent fraud or unauthorized access
- Market our properties and services (where permitted by law – you can opt out by contacting us)

3. How We Share Your Information

We may share your information with:

- **Third-party service providers** for leasing and application processing: When you submit an inquiry or initiate an application process through our Site, we may share basic contact or identifier information (e.g., name, email, phone, property interest) with these providers so they can handle your request. Their privacy policies govern how they collect, use, store, and protect application-related data. We require these providers to use your information only for processing applications and related services, and to protect it consistent with applicable laws. We are not responsible for their privacy practices beyond our contractual obligations. Please review the relevant third-party privacy policy(ies) linked on the application process page or provided during submission.
- **Google** (via Google Analytics) for website analytics and performance measurement – Google acts as our data processor and uses the data in accordance with its privacy policy (see below for details)
- Other service providers (e.g., website hosting, cloud storage) who are contractually obligated to protect it
- Property owners or investors (for managed properties, on a need-to-know basis)
- Legal and financial advisors, as needed
- Government authorities, courts, or regulators when required by law
- In connection with a business transfer (e.g., merger or sale of assets)

We do not sell your personal information as defined under applicable privacy laws.

4. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies for essential functions, analytics, and performance. These help us understand how visitors use the Site, improve user experience, and analyze traffic.

Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC ("Google"). Google Analytics uses cookies and similar technologies to collect and process data about your use of the Site, including:

- Pages and features visited
- Time spent on the Site
- Referring/exit pages
- Browser, device, and operating system information
- Approximate geographic location (from IP address)

Google uses this information to compile reports on Site activity for us and may combine it with data from other sites or apps using Google services. Google may also use the data for its own purposes, such as improving its services.

Google Analytics processes IP addresses in a way that does not log or store full individual IPs. Google uses them briefly to derive approximate location data (e.g., country or region) before discarding them, providing built-in anonymization by default.

Google acts as our data processor under our agreement with them. For more information on how Google collects and processes data, including opt-out options, visit:

- Google's Privacy Policy: <https://policies.google.com/privacy>
- How Google uses data from sites/apps using its services: <https://policies.google.com/technologies/partner-sites>
- Google Analytics opt-out browser add-on: <https://tools.google.com/dlpage/gaoptout>

You can manage cookie preferences through your browser settings (e.g., blocking or deleting cookies) or our cookie banner (if implemented). Note that disabling cookies may limit Site functionality.

5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. However, no method of transmission over the internet or electronic storage is 100% secure.

6. Data Retention

We retain personal information as long as necessary for the purposes outlined in this Policy, to comply with legal obligations, resolve disputes, and enforce agreements. Google Analytics data retention is set in accordance with Google's policies and our configuration (typically up to 14–26 months for user-level data, depending on settings).

7. Your Privacy Rights

Depending on your location and applicable law, you may have rights regarding your personal information, such as to access, correct, delete, or opt out of certain processing or sharing.

For Virginia residents: If the Virginia Consumer Data Protection Act (VCDPA) applies to us, you may have rights to confirm processing, access, correct, delete, or appeal decisions. Contact us using the details below.

To exercise rights (including opting out of Google Analytics tracking via the add-on linked above), contact us at the email or address below. We may verify your identity before responding. For rights related to application data processed by third-party providers, please contact them directly using any links or instructions provided during the application process.

8. Children's Privacy

Our Site and services are not directed to children under 13 (or 16 under certain laws). We do not knowingly collect personal information from children. If we learn we have collected such data, we will delete it.

9. Changes to This Privacy Policy

We may update this Policy from time to time. The updated version will be posted here with a revised effective date. Continued use of our Site after changes constitutes acceptance.

10. Contact Us

If you have questions about this Privacy Policy or our practices, contact:

CMG Leasing, Inc.
P.O. Box 10397
Blacksburg, VA
Email: privacy@cmgleasing.com