



WAYFARE

COMMUNITIES

Privacy Policy

Wayfare Helms Trail – Forney, TX

Effective Date: May 11, 2026

Wayfare Helms Trail (“Wayfare,” “we,” “our,” or “us”) respects your privacy and is committed to protecting the personal information you provide through our website, prospect portal, and related services.

1. Information We Collect

- Personal information such as your name, phone number, email address, mailing address, employment and income information, rental history, and identification information provided during the application process.
- Website and device information including IP address, browser type, device information, pages visited, time spent on the website, cookies, and tracking technologies.

2. How We Use Your Information

- Respond to inquiries and schedule tours
- Process rental applications
- Communicate regarding leasing opportunities and promotions
- Verify identity and eligibility for residency
- Improve website performance and user experience
- Maintain property security and fraud prevention
- Comply with legal obligations

3. Sharing of Information

- We do not sell your personal information.
- We may share information with trusted third parties including property management software providers, screening and background check providers, payment processors, marketing vendors, service providers assisting with operations, and government agencies or law enforcement when required by law.

4. Cookies & Tracking Technologies

- Our website may use cookies and similar technologies to improve functionality and analyze website traffic.
- You may adjust your browser settings to refuse cookies; however, certain portions of the website may not function properly.

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Dallas, TX 75248

wayfarecommunities.com



5. Data Security

- We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

6. Third-Party Websites

- Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of external websites.

7. Fair Housing & Non-Discrimination

- Wayfare Helms Trail complies with all applicable Fair Housing laws and does not discriminate on the basis of race, color, religion, sex, disability, familial status, national origin, or any other protected classification under applicable law.

8. Children's Privacy

- Our website and services are not directed toward individuals under the age of 18. We do not knowingly collect personal information from children.

9. Your Rights & Choices

- You may request access to, correction of, or deletion of certain personal information where permitted by law, and you may opt out of marketing communications.

10. Changes to This Privacy Policy

- We reserve the right to update or modify this Privacy Policy at any time. Changes will become effective upon posting to the website.

11. Contact Information

- Wayfare Helms Trail
12200 Helms Trail
Forney, Texas
Phone: 469.728.8002
Email: helmstrail@wayfarecommunities.com

This Privacy Policy is intended for general informational purposes and should be reviewed by legal counsel to ensure compliance with all applicable laws.