

EMAIL CAMPAGIN PRIVACY POLICY

(Updated: 05/12/2026)

Mid-America Real Estate Group and its affiliates, including but not limited to Mid-America Real Estate Corporation and Mid-America Asset Management, Inc. (collectively, “Mid-America”) are committed to protecting your privacy. This Email Campaign Messaging Privacy Policy (“Policy”) governs how we collect and use information about you in connection with Mid-America’s email marketing program (“Email Service”), which we make available to you through a third-party service provider.

By using the Email Service, you agree to the terms of this Policy. Mid-America reserves the right, in its sole discretion, to modify or change this Policy at any time with or without prior notice to you. The date of the last update will be posted at the top of this Policy for your convenience. This Policy, and any changes, are effective as soon as posted and supersede any prior Policies. Your continued use of the Email Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

Collection of Information

Through the use of the Email Service, Mid-America may receive Personal Information to provide better services to our clients. “Personal Information” is information that individually identifies you, such as your name, email address, phone number, and billing information when you sign up for email campaigns. In addition, we may collect your IP address, browser type, device identifiers, and email engagement metrics (such as opens and clicks) collected via cookies and tracking pixels.

Use of Information

We use Personal Information to: (i) deliver targeted marketing email blasts, newsletters, and promotional offers; (ii) process transactions and send functional transactional emails (e.g., receipts, shipping notifications); (iii) analyze email campaign performance and improve user experience; (iv) conduct research; and (v) provide anonymous reporting for internal and external clients and partners.

Cookies and Tracking Technologies

Our emails may contain tracking pixels to monitor campaign engagement.

You can disable cookies in your browser settings, though this may impact certain website features.

Disclosure of your information

We prioritize your privacy and limit data exposure. Mid-America will not rent or sell your Personal Information to other companies or individuals, unless we have your consent. We may use or disclose Personal Information in any of the following limited circumstances:

- We have your consent.
- We need to enforce our Terms of Use and/or Terms and Conditions.

- We provide such information to trusted businesses or persons for the sole purpose of processing Personal Information on our behalf or providing the Email Service to you. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with this Policy and appropriate confidentiality and security measures. If the third party fails to comply with our terms, Mid-America is not accountable in any way for any liability or reimbursement.
- We may share your email address with trusted email marketing platforms (e.g., Mailchimp, Klaviyo) solely to deploy our campaigns. These providers are legally bound to protect your data.
- We provide such information to third parties who have entered into non-disclosure agreements with us.
- We provide such information to a company controlled by, or under common control with, Mid-America for any purpose permitted by this Policy.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights, or the legal rights of others, or defend against legal claims.
- We believe disclosure of Personal Information is necessary or appropriate to: (i) comply with applicable law and legal processes; (ii) respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iii) enforce a contract with us; (iv) protect our rights, privacy, safety, or property, and/or that of our affiliates, you or others; and (v) allow us to pursue available remedies or limit the damages that we may sustain.
- We transfer Personal Information about you if Mid-America is, or its assets are, acquired by or merged with another company.

In addition to the above, we may share aggregated information from time to time with others without further notice. An example of this would be the number of people who used the Service in a given month or the total number of emails sent in a given week. Such aggregated information shall not contain any of your Personal Information.

Protection of Information

Mid-America takes precautions to ensure the security of your Personal Information, including ensuring that our third party service providers protect the security of your Personal Information. However, we cannot guarantee that hackers or unauthorized personnel will not gain access to your Personal Information despite our efforts. You should note that in using the Service, your information will travel through third party infrastructures which are not under our control (such as a third party email delivery platform). No digital transmission or storage system is 100% secure; we cannot guarantee absolute security.

We cannot protect, nor does this Policy apply to, any information that you transmit to other users. You should never transmit personal or identifying information to other users.

Children and Intended Audience

The Email Service is not intended for children under 13, and Mid-America does not knowingly collect information from children under the age of 13.

Furthermore, children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Email Service, you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

Mid-America requires that users of this service be limited to US residents only.

Choices and Controls

You maintain control over your personal data. You can opt out of marketing emails at any time using the "Unsubscribe" link in the email footer. You have the right to request access to the personal data we hold or request its complete deletion from our systems.

Questions or concerns?

If you have any questions or concerns regarding this Policy, please feel free to contact us any time by emailing us at MAGRP@midamericagrp.com.