



Privacy Policy for Sea Crown Estates

Effective Date: October 16, 2025

Last Updated: October 16, 2025

At Sea Crown Estates, a premier luxury real estate brokerage specializing in high-end waterfront properties in Fort Lauderdale, Florida (including exclusive neighborhoods such as Harbor Beach and Las Olas Isles), and Palm Beach and Miami Counties, we are committed to protecting the privacy and confidentiality of our distinguished clients, partners, and visitors. As a boutique firm serving high-net-worth individuals, including yacht owners, tax migrants, and international investors, we handle sensitive information with the utmost discretion and adhere to the highest standards of data protection.

This Privacy Policy ("Policy") explains how Sea Crown Estates, LLC ("Sea Crown Estates," "we," "us," or "our") collects, uses, discloses, and safeguards personal information through our website at seacrownestates.com (the "Site"), our mobile applications (if any), virtual tours, email communications, and other services (collectively, the "Services"). By accessing or using our Services, you consent to the practices described in this Policy.

This Policy complies with applicable laws, including Florida's Digital Bill of Rights (FDBR, effective July 1, 2024), the California Consumer Privacy Act (CCPA, as amended by the California Privacy Rights Act or CPRA), the General Data Protection Regulation (GDPR) for EU/UK residents, and other relevant federal and state regulations. If you are a resident of California, the EU/UK, or another jurisdiction with specific privacy rights, additional sections below outline your enhanced protections. We do not meet the revenue or operational thresholds to be classified as a "controller" under the FDBR (e.g., we do not generate over \$1 billion in global revenue or derive 50% from online ad sales), but we voluntarily adopt many of its principles to ensure transparency and trust. For questions about this Policy, contact our Privacy Officer at broker@seacrownestates.com or Sea Crown Estates, LLC, 120 E Oakland Blvd., Oakland Park, FL 33334.

1. Information We Collect

We collect personal information to provide tailored luxury real estate services, such as exclusive property listings, virtual tours, and personalized consultations. "Personal information" means any

data that identifies, relates to, or could reasonably be linked to you, including sensitive data like financial details or property preferences.

Categories of Personal Information Collected:

- **Contact Information:** Name, email address, phone number, mailing address (e.g., from inquiry forms or event registrations).
- **Property and Financial Details:** Preferred property types (e.g., waterfront estates valued at \$5M+), budget ranges, financing information, or tax status (collected during consultations or lead forms).
- **Demographic Information:** Age, location (e.g., Fort Lauderdale neighborhoods), or family status (to match luxury lifestyle needs).
- **Usage Data:** IP address, browser type, device information, pages viewed, time spent on Site, and referral sources (via cookies or analytics tools).
- **Sensitive Personal Information** (as defined under CCPA/CPRA and GDPR): Precise geolocation (e.g., from virtual tour interactions), financial account details, or health-related accommodations (e.g., accessibility features for viewings). We collect this only with explicit consent and limit it to essential service provision.
- **Professional Information:** For agents or partners, LinkedIn profiles, business affiliations (e.g., yacht brokers), or investment preferences.

Sources of Information:

- Directly from you (e.g., contact forms, email inquiries, Google Calendar scheduling).
- Automatically via the Site (e.g., cookies for SEO optimization and user experience).
- From third parties (e.g., public real estate databases, referral partners like luxury yacht services, or marketing platforms like Google Analytics).

We do not collect information from children under 16 without verifiable parental consent, in line with FDBR child privacy protections.

2. How We Use Your Information

We use personal information solely to deliver exceptional, discreet services aligned with our luxury brand. Purposes include:

- Providing and personalizing Services (e.g., matching you with Harbor Beach estates, scheduling private viewings).
- Communicating with you (e.g., market updates, property alerts, or investor pitches via email).
- Enhancing Site functionality (e.g., SEO-driven search results, virtual tours of Las Olas Isles properties).
- Marketing and analytics (e.g., targeted emails about luxury trends; we obtain opt-in consent for promotional content).
- Internal operations (e.g., CRM management via tools like Streak for follow-ups).
- Legal compliance (e.g., anti-money laundering checks for high-value transactions).

Under GDPR, processing is based on consent, contract necessity, or legitimate interests (e.g., fraud prevention). We do not "sell" personal information as defined under CCPA (i.e., no exchange for monetary value), but if we share for cross-context behavioral advertising, we provide opt-out options.

3. How We Share Your Information

We prioritize confidentiality and share information only when necessary, with safeguards in place.

Recipients may include:

- **Service Providers:** CRM platforms (e.g., Streak), virtual tour hosts, or SEO tools (bound by data processing agreements).
- **Business Partners:** Luxury affiliates (e.g., yacht brokers or interior designers) for co-marketing, with your consent.
- **Legal/Regulatory:** To comply with Florida real estate laws, subpoenas, or FDBR requirements.
- **Affiliates:** Within Sea Crown Estates for operational purposes (no external affiliates currently).

We do not sell sensitive data without prior consent (per FDBR). International transfers (e.g., to EU clients) use Standard Contractual Clauses for GDPR compliance. No sharing with government entities except as legally required.

4. Data Security and Retention

We employ industry-leading security measures, including encryption (HTTPS), firewalls, and access controls, to protect against unauthorized access, especially for high-net-worth client data. Despite these efforts, no system is infallible; we notify affected individuals and authorities of breaches per FDBR and CCPA timelines (e.g., 45 days for CCPA).

Retention: We keep information only as long as needed for Services (e.g., 7 years for transaction records per Florida statutes) or legal obligations, then securely delete or anonymize it.

5. Your Privacy Rights and Choices

Sea Crown Estates empowers you with control over your data. To exercise rights, submit a verifiable request to privacy@seacrownestates.com (include "Privacy Rights Request" in the subject). We respond within 45 days (extendable to 90 under CCPA/GDPR).

General Rights (All Users):

- **Access:** Request a copy of your personal information.
- **Correction:** Update inaccurate data.
- **Deletion:** Request removal (subject to legal exceptions, e.g., transaction records).
- **Opt-Out of Marketing:** Unsubscribe from emails via "unsubscribe" links.
- **Cookies:** Manage preferences via our cookie banner; essential cookies remain active for Site functionality.

Enhanced Rights Under Specific Laws:

Law/Jurisdiction	Key Rights	How to Exercise
Florida Digital Bill of Rights (FDBR)	Access, correction, deletion; opt-out of targeted ads; no discrimination for exercising rights. Applies broadly, but we comply voluntarily.	Email request; we verify via email match.
CCPA/CPRA (California Residents)	Right to know (disclosures in Sections 1-3); opt-out of "sales" or sharing (via "Do Not Sell/Share My Personal Information" link on Site footer); limit sensitive data use; no discrimination. We do not sell data but honor opt-outs for sharing.	Use Site link or email; two requests/year; verify with email/security questions.
GDPR (EU/UK Residents)	Access, rectification, erasure ("right to be forgotten"), restriction, portability, objection (e.g., to marketing); consent withdrawal. Lawful basis: consent or legitimate interests.	Email request; we assess and respond; portability in machine-readable format.

We do not discriminate (e.g., deny services) for exercising rights, except as permitted (e.g., loyalty program variations under FDBR/CCPA). Appeals: If denied, contact us for review; escalate to Florida Attorney General or relevant authority (e.g., California Privacy Protection Agency).

6. Cookies and Tracking Technologies

We use cookies, pixels, and similar tools for:

- Essential functions (e.g., form submissions).
- Analytics (e.g., Google Analytics for SEO insights).
- Marketing (e.g., retargeting on LinkedIn for investor outreach).

Our cookie banner allows opt-in for non-essential cookies (GDPR-compliant). For CCPA, opt-out signals (e.g., Global Privacy Control) are honored. See our Cookie Policy link in the Site footer for details.

7. Third-Party Links and International Users

The Site may link to third-party sites (e.g., virtual tour platforms). We are not responsible for their privacy practices; review their policies. For international users, data may be processed in the U.S.; we ensure equivalent protections via GDPR mechanisms.

8. Children's Privacy

Our Services are not directed at children under 16. We do not knowingly collect their data without parental consent and delete it if discovered (FDBR-compliant).

9. Changes to This Policy

We may update this Policy to reflect legal changes or business needs. Significant updates will be posted on the Site with a revised "Last Updated" date and emailed to registered users. Continued use constitutes acceptance.

10. Contact Us

For privacy inquiries, rights requests, or concerns:

Privacy Officer

Sea Crown Estates, LLC

120 E Oakland Blvd

Oakland Park, FL 33334

Email: broker@seacrownestates.com

Phone: (954) 410-0162

If unresolved, contact:

- Florida Attorney General (for FDBR): myfloridalegal.com
- California Privacy Protection Agency (for CCPA): oag.ca.gov/privacy/ccpa
- EU Data Protection Authority (for GDPR): See relevant member state authority

Thank you for entrusting Sea Crown Estates with your luxury real estate journey. We value your privacy as much as your vision for an unparalleled waterfront lifestyle.