

Privacy Policy (Data Privacy Act of 2012 Compliant)

Effective Date: December 10, 2025

PRO-Serve Realty is committed to protecting your personal data in compliance with the Republic Act No. 10173, known as the Data Privacy Act of 2012 (DPA), its Implementing Rules and Regulations, and related issuances by the National Privacy Commission (NPC).

This policy explains how we collect, use, store, and protect your personal information within the context of our real estate services.

1. Information We Collect

We collect information necessary to provide selective and personalized real estate services. This may include:

****Personal Information:**** Full name, nickname, home addresses/billing address, email address, telephone, and other contact numbers.

****Sensitive Personal Information:**** Age, nationality, marital status, and government-issued identification (e.g., Passport, TIN, SSS/GSIS numbers) needed for property transactions and legal documentation.

****Financial Information:**** Information related to financing objectives, income, and payment details as necessary for transactions (e.g., bank account details, source of funds).

****Website Usage Data:**** Information on how you access and use our site (e.g., clicks, downloads, IP address).

2. How We Collect Your Data

We collect data when you:

- * Fill out forms on our website (contact/inquiry forms).
- * Communicate with us via email, phone, or social media.
- * Engage our services and provide necessary documents for property transactions.

3. Use of Your Information (Legitimate Purpose)

We process your data based on the DPA's principles of transparency, legitimate purpose, and proportionality. Your information is used to:

- * Respond to your inquiries and consultation requests.
- * Provide real estate brokerage, consulting, valuation, or management services you engage us for.
- * Comply with legal and regulatory requirements (DHSUD, BIR, LRA filings).
- * Send relevant market updates or service announcements, *only if you have opted-in*.

4. Data Security

We implement appropriate technological, organizational, and physical security measures to protect your personal data from loss, misuse, unauthorized access, or disclosure. Access is restricted only to authorized personnel holding the data with strict confidentiality.

5. Your Rights as a Data Subject

Under the DPA, you have rights regarding your data:

- * The right to be informed about the data we process.
- * The right to object to processing.
- * The right to reasonable access to your data.
- * The right to rectification (correction) of inaccuracies.
- * The right to erasure or blocking of data under certain circumstances.
- * The right to lodge a complaint with the National Privacy Commission.

6. Contact Us

If you have questions about this Privacy Policy or wish to exercise your data subject rights, please contact:

Abundio B. Matula Jr.
Data Protection Officer / Managing Owner
PRO-Serve Realty
[proserverealty@gmail.com]
[+63 2 8463 2855]

We reserve the right to update this policy as required by law or changes in our business practices.