

Privacy Notice (including SMS/MMS Disclosures)

Who we are. Poppy Property Management, LLC. (“Poppy,” “we,” “us,” or “our”), 1035 Pearl St., Suite 319, Boulder, CO 80302 • +1 (720) 432-8147 • team@poppypm.com.

Scope. This Notice explains how we collect, use, disclose, and protect personal data when you visit our website, inquire about a property, apply to rent, become a resident, request maintenance, or interact with our **SMS/MMS** programs.

1) Personal data we collect

- **Identifiers & contact data:** name, email, phone, postal address.
- **Tenant/applicant data:** property preferences, application details you provide, service/maintenance requests.
- **Account & transaction data:** lease status, payments processed by our payment providers (we do not store full card numbers).
- **Communications data:** message content and metadata (e.g., date/time, phone number) for calls/texts.
- **Website/device data:** IP address, pages viewed, and similar analytics (via cookies or similar tech).

Sources. Directly from you; automatically from your devices; from service providers (e.g., screening, payment, messaging), and from property owners where we act as manager.

Why we use data (purposes). To provide property management services; process applications; schedule tours; send maintenance and account updates (including **SMS/MMS**); personalize and improve services; ensure security; comply with law; and maintain business records. ([CTIA](#))

2) SMS/MMS specific practices

- We send texts only after you provide consent via web forms with clear disclosures, signed agreements, or by texting a keyword to join.
- Frequency varies; **Msg & data rates may apply**.
- Reply **STOP** to opt out; we also honor revocation of consent by **any reasonable means** (email, phone, web form). Reply **HELP** for help. ([CTIA](#))

3) Disclosures of personal data

We may disclose personal data to:

- **Service providers/processors** (e.g., property management platforms, payment processors, screening vendors, messaging/SMS providers and carriers) under contracts that limit use to our instructions;
- **Property owners** for management purposes;
- **Authorities** where required by law or to protect rights, safety, and security;
- **Successors** in a merger, sale, or reorganization.

We **do not sell** personal data as “sale” is defined under the Colorado Privacy Act, and we do not use personal data for targeted advertising without providing required opt-out rights. (If this changes, we will update this Notice and provide required choices.) ([Husch Blackwell](#))

4) Your Colorado privacy rights

Colorado residents have the right to **access**, **correct**, **delete**, and **obtain a portable copy** of their personal data, and to **opt out** of (i) targeted advertising, (ii) the **sale** of personal data, and (iii) certain forms of **profiling**. We will respond to verified requests within **45 days** (with a possible 45-day extension where reasonably necessary, with notice). If we deny your request, you may **appeal**; if your appeal is denied, we will tell you how to contact the **Colorado Attorney General**. ([Colorado General Assembly](#))

How to exercise your rights: Email privacy@poppypm.com, call **+1 (720) 432-8147**, or submit a request via **[Your Web Form URL]**. To appeal a decision, reply to our response with “Appeal” in the subject line or use **[Your Appeal Web Form URL]**. ([Colorado Secretary of State](#))

Universal Opt-Out (UOOM). Where required, we will recognize qualified browser/app-based universal opt-out mechanisms for targeted advertising and sales. ([Husch Blackwell](#))

5) Data retention

We retain personal data only as long as needed for the purposes above and to meet legal, accounting, or reporting requirements, then delete or de-identify it consistent with applicable rules. ([Baker McKenzie InsightPlus](#))

6) Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal data. No system is 100% secure.

7) Children

Our services are not directed to children under 13, and we do not knowingly collect children's personal data.

8) International transfers

If personal data is transferred outside your state or country, we will protect it as described in this Notice.

9) Changes to this Notice

We may update this Notice. If we make material changes, we will post the updated version with a new "Last updated" date.

10) Contact us

Poppy Property Management, LLC.

1035 Pearl St., Suite 319, Boulder, CO 80302

Phone: +1 (720) 432-8147

Email: team@poppypm.com (general privacy requests & SMS help)

One-line disclosures you can place next to your opt-in checkbox (optional)

"By checking this box, you agree to receive **recurring** SMS/MMS from **Poppy Property Management, LLC.** about showings, maintenance, and account updates. **Msg & data rates may apply.**

Reply **STOP** to opt out, **HELP** for help.

Consent not required to rent or receive services. See our **Mobile Terms and Privacy Notice.**" ([CTIA](#))

Notes

- Replace **[team@popppm.com]** and any **[URL]** placeholders with your actual addresses/links.
- Post these on your website (e.g., [/legal/mobile-terms](#) and [/legal/privacy](#)) and link them from your forms and your opt-in confirmation text; this alignment is something reviewers look for. ([Campaign Registry](#))