Tracking Agreement

Effective Date: September 10, 2026

1. What This Agreement Covers

This Tracking Agreement explains the types of tracking technologies used on **Q4RealtyGroup.com** , what data is collected, and how that data is used. By continuing to use this website, you agree to the use of tracking technologies as described below.

2. Types of Tracking Technologies

- **Essential Cookies:** Required for the website to function properly. These cannot be disabled without affecting core site functionality.
- **Analytics Cookies:** Used to understand how visitors interact with the site (e.g., pages visited, time on site, traffic sources). We use tools such as Google Analytics for this purpose.
- **Marketing & Retargeting Pixels:** We may use pixels (e.g., Meta/Facebook Pixel, Google Ads) to measure ad performance and serve relevant advertising to users who have visited this site.
- **Session Cookies:** Temporary cookies deleted when you close your browser, used to maintain your session while navigating the site.

3. Data Collected Through Tracking

Tracking technologies on this site may collect:

- IP address and approximate geographic location
- Browser type, version, and device information
- Pages visited and time spent on each page
- Referring to a website or search query
- Actions taken on the site (form submissions, button clicks)

This data is collected in aggregate and is generally not linked to your personal identity unless you have submitted a contact form.

4. How We Use This Data

Data collected through tracking is used to:

- Measure and improve website performance and content.
- Understand which marketing channels bring visitors to the site.

- Serve relevant advertisements to users on third-party platforms.
- Comply with legal and regulatory obligations.

5. Third-Party Tracking

Some tracking on this site is performed by third-party services including, but not limited to:

- Google Analytics / Google Ads
- Meta (Facebook) Pixel
- IDX/MLS data providers

These third parties have their own privacy and data policies. We encourage you to review them independently.

6. Your Choices

You can manage or disable cookies through your browser settings. Most browsers allow you to:

- View and delete existing cookies
- Block cookies from specific or all websites
- Set preferences for first party vs. third-party cookies

Please note that disabling certain cookies may affect the functionality of this website. You may also opt out of Google Analytics tracking via Google's opt-out tool.

7. Changes to This Agreement

We may update this Tracking Agreement periodically. The effective date at the top of this page reflects the most recent revision. Continued use of this website after changes are posted constitutes acceptance of the updated agreement.

8. Contact Us

For questions about this Tracking Agreement or our data practices, contact:

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