

# GOLDFLOWER MEDIA LLC PRIVACY POLICY

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GoldFlower Media LLC ("GoldFlower Media," "Company," "we," "us," or "our") is a Los Angeles-based real estate media and marketing company providing professional photography, videography, aerial drone services, 3D virtual tours, listing websites, floor plans, and related marketing services to real estate professionals throughout Southern California.

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website at [www.goldflowermedia.com](http://www.goldflowermedia.com) (the "Site"), use our Agent Portal, book our services, or otherwise interact with us. It also describes the choices available to you with respect to your personal information and how you can contact us with questions or concerns.

By accessing or using our Site or services, you acknowledge that you have read, understood, and agree to the practices described in this Privacy Policy. If you do not agree, please discontinue use of our Site and services immediately. This Privacy Policy does not apply to third-party websites, products, or services that may be linked from our Site.

## 1. INFORMATION WE COLLECT

### A. Information You Provide Directly

We collect personal information you voluntarily submit when you:

- Register for or log into our Agent Portal
- Request a booking or submit a quote inquiry through our Site or booking platform
- Fill out our contact or consultation scheduling form (powered by HubSpot)
- Subscribe to marketing communications or newsletters
- Communicate with us by phone, email, or social media

The categories of personal information you may provide include:

- **Contact Information:** Full name, email address, phone number, and mailing address
- **Professional Information:** Real estate license number, brokerage name, and MLS affiliation
- **Transaction and Booking Information:** Property address, requested services, appointment date/time, and payment details processed through our third-party payment processor
- **Communications:** Records of correspondence with our team, including emails, call logs, and chat messages

### B. Information Collected Automatically

When you visit our Site or use our Agent Portal, we and our service providers may automatically collect the following technical and usage information:

- **Device and Browser Data:** IP address, browser type and version, operating system, device identifiers, and language preferences

- **Usage Data:** Pages visited, links clicked, time spent on pages, referring and exit URLs, and navigation paths
- **Location Data:** General geographic location inferred from your IP address (city/region level); we do not collect precise GPS location through the Site
- **Cookie and Tracking Data:** Information collected through cookies, web beacons, pixels, and similar technologies (described further in Section 5)

### **C. Information From Third Parties**

We may receive information about you from the following third-party sources:

- **Social Media Platforms:** If you interact with our social media accounts on Instagram, Facebook, TikTok, or LinkedIn, those platforms may share engagement data with us in accordance with their own privacy policies
- **HubSpot CRM:** Our customer relationship management and scheduling platform may collect and share contact and interaction data with us
- **Booking Platform:** Our Agent Portal and booking system (order.goldflowermedia.com) may collect and transmit account and order information
- **Referrals:** Other real estate professionals or business partners may provide your contact information when referring you to our services

### **D. Sensitive Personal Information**

We do not intentionally collect, and kindly ask that you do not submit, sensitive personal information through our Site or services. "Sensitive personal information" includes Social Security numbers, financial account credentials, medical or health information, racial or ethnic origin, religious beliefs, sexual orientation, or biometric data. If you believe you have inadvertently submitted such information, please contact us immediately so we may delete it.

## **2. HOW WE USE YOUR INFORMATION**

We use the personal information we collect for the following business purposes:

### **A. To Provide and Manage Our Services**

- Process and fulfill bookings for photography, videography, drone, 3D tour, and marketing services
- Create and manage your Agent Portal account
- Deliver completed media files and deliverables to you
- Communicate with you about scheduling, project status, and delivery
- Process payments and maintain billing records

### **B. To Improve Our Services and Site**

- Analyze usage trends and customer preferences to improve our offerings
- Conduct internal research, analytics, and quality assurance
- Troubleshoot technical issues and maintain Site security
- Develop new services and features responsive to client needs

### **C. For Marketing and Communications**

- Send promotional emails, newsletters, and service updates (with your consent where required by law)

- Display relevant advertising through social media and digital marketing channels
- Follow up on inquiries and proposals

You may opt out of marketing communications at any time by clicking the "unsubscribe" link in any email or by contacting us at [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com). Opting out does not affect our ability to send transactional or service-related communications (e.g., booking confirmations, invoices).

#### **D. For Legal and Compliance Purposes**

- Comply with applicable federal, state, and local laws and regulations
- Respond to legal process, court orders, or government requests
- Enforce our Terms of Service and other agreements
- Prevent fraud, unauthorized access, and other illegal activity
- Protect the rights, property, and safety of GoldFlower Media, our clients, and the public

### **3. HOW WE SHARE YOUR INFORMATION**

GoldFlower Media does not sell, rent, or trade your personal information to third parties for their own marketing purposes. We may disclose your personal information in the following limited circumstances:

#### **A. Service Providers and Vendors**

We share information with carefully selected third-party vendors who perform services on our behalf, including:

- **HubSpot:** CRM, scheduling, and marketing automation
- **Payment Processors:** Secure processing of credit card and ACH transactions (we do not store full payment card numbers)
- **Cloud Storage and Delivery Platforms:** Hosting and delivery of your completed media files
- **Website and Analytics Providers:** Website hosting (Webflow), analytics, and performance monitoring
- **Google LLC (Google Analytics):** Visitor tracking, behavior analytics, traffic source analysis, and Site performance reporting
- **Social Media Advertising Platforms:** Meta (Instagram/Facebook), TikTok, and LinkedIn for advertising and engagement analytics

All service providers are contractually required to use your personal information only as necessary to perform services for us and to maintain appropriate security standards.

#### **B. Mobile Messaging and SMS Communications**

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All other categories of information sharing described in this Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. If you provide your mobile number to receive text message communications from GoldFlower Media, your opt-in consent is collected solely for the purpose of facilitating those communications and will not be used for any other purpose or disclosed to any third party.

#### **C. Business Transfers**

In the event of a merger, acquisition, asset sale, reorganization, or other corporate transaction involving GoldFlower Media, your personal information may be transferred as part of that transaction. We will notify you of any such change by posting a notice on our Site or by direct communication, and your information will remain subject to this Privacy Policy or a policy that provides equivalent or greater protections.

#### **D. Legal Requirements and Protection of Rights**

We may disclose your personal information when we have a good-faith belief that disclosure is necessary to: (i) comply with a legal obligation, subpoena, court order, or government request; (ii) enforce our Terms of Service or other agreements; (iii) investigate or prevent fraud, security threats, or illegal activity; or (iv) protect the rights, property, or safety of GoldFlower Media, our clients, employees, or others.

#### **E. With Your Consent**

We may share your information for any other purpose with your prior express consent.

### **4. COOKIES AND TRACKING TECHNOLOGIES**

#### **A. Types of Technologies We Use**

- **Strictly Necessary Cookies:** Required for core Site functionality such as user authentication and session management. These cannot be disabled.
- **Functional Cookies:** Remember your preferences and settings to enhance your experience.
- **Analytics Cookies:** Collect data about how visitors use our Site, including pages visited, time on site, traffic sources, and user behavior patterns. We use Google Analytics (provided by Google LLC) and Webflow Analytics for this purpose. Google Analytics may collect your IP address and associate your activity with a unique device identifier. You can opt out of Google Analytics tracking by installing the Google Analytics Opt-Out Browser Add-on at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout), or by managing your preferences at [myaccount.google.com/data-and-privacy](https://myaccount.google.com/data-and-privacy).
- **Marketing and Advertising Cookies:** Used to deliver relevant advertisements and track campaign performance across platforms such as Meta and TikTok.
- **Web Beacons and Pixels:** Small transparent images embedded in emails and pages that confirm delivery and measure engagement.

#### **B. Your Cookie Choices**

Most web browsers allow you to manage cookies through your browser settings, including blocking or deleting cookies. Please note that disabling certain cookies may affect the functionality of our Site. You may also opt out of interest-based advertising by visiting:

- **Network Advertising Initiative (NAI):** [www.networkadvertising.org/choices](https://www.networkadvertising.org/choices)
- **Digital Advertising Alliance (DAA):** [www.aboutads.info/choices](https://www.aboutads.info/choices)
- **Meta Ad Preferences:** [www.facebook.com/ads/preferences](https://www.facebook.com/ads/preferences)

#### **C. Do Not Track**

Our Site does not currently respond to "Do Not Track" (DNT) browser signals, as no uniform industry standard for DNT has been established. We will update this policy if and when a recognized DNT standard is adopted.

### **5. THIRD-PARTY LINKS AND INTEGRATIONS**

Our Site may contain links to third-party websites, social media platforms, and service integrations (including our booking portal and HubSpot scheduling pages). These third-party services operate under their own privacy policies, which we encourage you to review. GoldFlower Media is not responsible for the privacy practices or content of any third-party site or service.

## **6. DATA RETENTION**

We retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by applicable law. The criteria we use to determine retention periods include:

- The duration of our ongoing business relationship with you
- Legal obligations requiring retention of records (e.g., tax and accounting records, typically 7 years under federal and California law)
- Whether retention is advisable in light of potential legal claims (generally consistent with applicable statutes of limitations)
- Contractual requirements with clients or service providers

When your personal information is no longer required, we will securely delete or anonymize it. If deletion is not immediately practicable (e.g., because information is stored in backup archives), we will isolate it from further active processing until deletion can be completed.

## **7. DATA SECURITY**

GoldFlower Media implements reasonable and industry-standard administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encrypted transmission of data using Secure Socket Layer (SSL/TLS) technology
- Access controls and authentication requirements for internal systems
- Use of reputable, security-vetted third-party service providers
- Regular review of security practices and procedures

No method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee absolute security. In the event of a data breach that affects your rights or freedoms, we will notify affected individuals and relevant authorities as required by applicable law.

## **8. CHILDREN'S PRIVACY**

Our Site and services are intended solely for individuals who are 18 years of age or older. We do not knowingly collect, solicit, or market personal information from children under the age of 18. If we learn that we have inadvertently collected personal information from a child under 18, we will promptly delete that information from our systems. If you believe we may have collected information from a minor, please contact us immediately at [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com).

## **9. CALIFORNIA PRIVACY RIGHTS (CCPA/CPRA)**

GoldFlower Media complies with the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (collectively, "CCPA/CPRA"). If you are a California resident, you have the

following rights with respect to your personal information:

#### **A. Your California Rights**

- **Right to Know:** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the purposes for collection, and the categories of third parties with whom we share your information.
- **Right to Delete:** You have the right to request that we delete personal information we have collected from you, subject to certain exceptions (e.g., information needed to complete transactions, comply with legal obligations, or for other permitted purposes).
- **Right to Correct:** You have the right to request that we correct inaccurate personal information that we maintain about you.
- **Right to Opt Out of Sale or Sharing:** GoldFlower Media does not sell personal information as defined under the CCPA/CPRA. We may share personal information with third-party advertising partners in ways that may constitute "sharing" under California law. You have the right to opt out of such sharing by contacting us as described below.
- **Right to Limit Use of Sensitive Personal Information:** To the extent we collect sensitive personal information (as defined by CCPA/CPRA), you have the right to direct us to limit its use and disclosure to what is necessary to perform services for you.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA/CPRA rights. We will not deny you services, charge different prices, or provide a lower quality of service because you exercised your privacy rights.

#### **B. Categories of Personal Information Collected (Past 12 Months)**

- Identifiers (name, email address, phone number, IP address, Agent Portal account information)
- Professional or Employment-Related Information (real estate license, brokerage affiliation)
- Commercial Information (booking history, services purchased, payment records)
- Internet or Network Activity Information (browsing history on our Site, cookie identifiers)
- Geolocation Data (city/region inferred from IP address)
- Inferences (preferences or characteristics drawn from the above categories)

#### **C. How to Exercise Your California Rights**

To submit a verifiable consumer request, you may:

- Email us at: [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com) (Subject line: "California Privacy Request")
- Call us at: +1 (310) 471-2000

We will respond to verifiable requests within 45 days of receipt. If additional time is required, we will notify you and may take up to an additional 45 days (90 days total). You may designate an authorized agent to submit a request on your behalf, subject to our verification requirements.

### **10. NEVADA RESIDENTS**

Nevada Revised Statutes Chapter 603A permits Nevada residents to opt out of the sale of covered personal information. GoldFlower Media does not sell personal information as defined under Nevada law. If you have questions, you may contact us at [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com).

## **11. INTERNATIONAL TRANSFERS**

GoldFlower Media is based in the United States. If you access our Site from outside the United States, please be aware that your information will be transferred to, stored, and processed in the United States. Data protection laws in the United States may differ from those in your country of residence. By using our Site or services, you consent to the transfer and processing of your information in the United States.

## **12. CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this Privacy Policy at any time. Changes will be effective upon posting the updated policy on this page with a revised "Last Revised" date at the top. If we make material changes to how we treat your personal information, we will provide notice through a prominent statement on our Site or by direct communication (e.g., email) where feasible. Your continued use of our Site or services after any such changes constitutes your acceptance of the revised Privacy Policy.

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

## **13. HOW TO CONTACT US**

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

GoldFlower Media LLC

Attn: Privacy Compliance

Los Angeles, California (LA Based. SoCal Reach.)

Email: [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com)

Phone: +1 (310) 471-2000

Website: [www.goldflowermedia.com](http://www.goldflowermedia.com)

We will make every effort to address your inquiry promptly and, in the case of California consumer requests, within the timeframes required by applicable law.

## **14. SMS MESSAGING TERMS & CONDITIONS**

These SMS terms govern your enrollment in and receipt of text message communications from GoldFlower Media. By opting in to receive SMS messages, you agree to the terms set forth in this section. Your consent to receive SMS messages is entirely voluntary and is not a condition of purchasing or receiving any services from GoldFlower Media.

### **A. Program Description**

GoldFlower Media may send the following types of SMS messages:

- Booking confirmations, appointment reminders, and scheduling updates
- Service delivery notifications (e.g., media file ready for download)
- Promotional offers, service announcements, and marketing communications
- Follow-up communications related to quotes, inquiries, or proposals
- General business communications related to your account or active projects

## B. How to Opt In

You may opt in to receive SMS messages through any of the following methods:

- Checking the SMS consent checkbox on our website booking or contact form at [www.goldflowermedia.com](http://www.goldflowermedia.com)
- Providing your mobile number and affirmative consent through our Agent Portal at [order.goldflowermedia.com](http://order.goldflowermedia.com)
- Responding affirmatively to an opt-in request sent via our HubSpot CRM or other authorized platform
- Verbally or in writing consenting to receive SMS communications during a business interaction with our team

## C. Message Frequency and Rates

Message frequency will vary based on your activity and engagement with GoldFlower Media. You may receive up to **4–6 messages per month** depending on active bookings, campaign activity, and service updates. **Message and data rates may apply.** Standard messaging and data rates charged by your mobile carrier may apply to messages you send and receive. GoldFlower Media is not responsible for any charges imposed by your mobile carrier.

## D. How to Opt Out

You may opt out of SMS communications at any time by:

- Replying **STOP, CANCEL, END, QUIT, or UNSUBSCRIBE** to any message you receive from us
- Emailing [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com) with the subject line "SMS Opt-Out" and your mobile number
- Calling us at +1 (310) 471-2000 and requesting removal from our SMS list

Upon receipt of a valid opt-out request, we will send one final confirmation message and cease all further SMS communications to your number. Opting out of SMS does not affect your ability to receive service communications via email or other channels.

## E. Help and Support

Reply **HELP** to any message for assistance, or contact us at [hello@goldflowermedia.com](mailto:hello@goldflowermedia.com) or +1 (310) 471-2000.

## F. Privacy and No Third-Party Sharing

**No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.** All other categories of information sharing described in this Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. Your mobile number and SMS opt-in consent are collected solely for the purpose of facilitating the communications described in this section.

## G. Supported Carriers

Our SMS program is available on all major U.S. carriers including AT&T, Verizon, T-Mobile, Sprint, Boost Mobile, U.S. Cellular, and MetroPCS. GoldFlower Media is not liable for delayed or undelivered messages due to carrier limitations or network issues outside our control.

## H. Website Opt-In Disclosure

Where SMS consent is collected via web form, the following disclosure will appear adjacent to the consent checkbox:

"By checking this box, I consent to receive text messages from GoldFlower Media LLC at the mobile number provided, including booking confirmations, service updates, and promotional messages. Message frequency varies. Message & data rates may apply. Reply STOP to opt out at any time. Reply HELP for help. Consent is not a condition of purchase. View our Privacy Policy at [www.goldflowermedia.com/privacy-policy](http://www.goldflowermedia.com/privacy-policy)."

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