

Privacy Policy

Effective 1 August 2026 | Last updated 1 August 2026

What we collect when you enquire about a plot, apartment, villa or interiors project — and exactly what our team does with it.

Short version: we collect the contact and requirement details you submit through our enquiry forms, use them to follow up on the property or service you asked about, keep them inside a role-restricted internal portal, never sell them, and remove you from outreach the moment you ask.

1. Who we are

UrbanEarth Realty ("UrbanEarth", "we", "us") is a Bangalore-based real estate group operating four lines of business under one team: UrbanEarth Apartments (plotted developments and apartments), UrbanEarth Homes, UrbanEarth Villas (boutique luxury villas) and UrbanEarth Interiors (interior design, construction and allied services).

This page is maintained by UrbanEarth Realty to explain, in plain language, what personal information this website collects and how our team uses it. It covers www.urbaneearthrealty.com and every enquiry, site-visit or service request that starts here.

2. Information you give us

Almost everything we hold about you comes from an enquiry you chose to submit. Our forms — property enquiries, service enquiries, the construction and villa wizards, the interior cost calculator, consultation bookings and the contact page — typically ask for:

- Your name, phone number (including WhatsApp number) and email address.
- The property, project or service you are interested in, plus your configuration preference (for example 3 BHK, plot size, villa or interiors scope).
- Budget range, purchase timeline, preferred locality and financing needs (for example whether you want home-loan assistance).
- Anything you type into a free-text message or notes field, and the date/time you asked us to follow up.

3. Information collected automatically

When you browse the site we also record technical and campaign information so we know which pages and campaigns are useful:

- Standard request data such as browser type, device type, approximate region and the pages you viewed.
- Campaign attribution parameters attached to the link you arrived on (utm_source, utm_medium, utm_campaign, utm_term, utm_content) and the referring page.
- Analytics and advertising measurement events via Google Analytics 4 and Google Ads, and a Meta (Facebook) pixel for ad measurement.

Analytics and advertising cookies only run after you accept them in our cookie banner. Until you consent, these tools are held in a restricted mode and do not set advertising identifiers. You can review the full list of cookies in our Cookie Policy (urbaneearthrealty.com/cookie-policy) and change your choice at any time — separately for analytics and advertising — on our Cookie Settings page (urbaneearthrealty.com/cookie-settings).

4. How we use your information

- To respond to your enquiry by phone, WhatsApp or email and to share brochures, floor plans, price sheets and availability.
- To arrange and confirm site visits, design consultations and follow-up conversations at the time you asked for.
- To route your enquiry to the right sales, interiors or construction team member inside our internal portal, and to log follow-ups so nothing is missed.
- To assess suitability of projects, configurations and loan options against the budget and requirements you shared.
- To measure which campaigns, pages and localities generate genuine interest, and to improve the website accordingly.
- To meet legal, contractual, accounting and RERA-related record-keeping obligations where a transaction proceeds.

5. Marketing and how to opt out

If you submit an enquiry we treat that as a request to be contacted about the property or service in question, and we may send related updates such as launch announcements, price revisions or construction progress. Every conversation is one you can end: reply STOP on WhatsApp, tell the caller you do not wish to be contacted, or email us at the address in section 10 and we will suppress your record from outreach.

6. Who we share it with

We do not sell your personal information. We share it only where it is needed to serve your enquiry:

- Our own sales, interiors, construction and management staff, through role-restricted access in our internal portal.
- Service providers who operate this website and our backend hosting, database, email and WhatsApp messaging infrastructure, strictly on our instructions.
- Google (Analytics, Ads and Search Console) and Meta for the advertising and analytics measurement described in section 3.
- Banks or lending partners, architects, contractors and vendors — only where you specifically ask us to arrange a loan, design or execution service and only with the details relevant to that request.
- Authorities, regulators or advisors where we are legally required to disclose, or where necessary to establish or defend a legal claim.

7. Retention

Enquiry records are kept for as long as the enquiry is live and for a reasonable period afterwards so we can pick up a conversation if you return. Where a booking or contract proceeds, transaction records are retained for the longer of the statutory accounting and property-record periods that apply to us. Records that are no longer needed are archived or deleted, and deletions of enquiry records inside our portal are logged in an internal audit trail.

8. Security

Access to enquiry data is restricted by authenticated staff accounts with role-based permissions, enforced at the database level, so a team member only sees the records their role requires. Administrative actions such as record deletion are audit-logged. Traffic to the site is encrypted in transit. No system is perfect, so if you believe your information has been exposed, contact us immediately using section 10 and we will investigate.

9. Your choices and rights

- Ask for a copy of the enquiry information we hold about you.
- Ask us to correct anything inaccurate — a wrong phone number, budget or configuration.
- Ask us to delete your enquiry record, subject to records we must retain for legal or transactional reasons.
- Withdraw analytics and advertising consent, or ask to be removed from outreach at any time.

We action verified requests within a reasonable period and may ask you to confirm the phone number or email address used in the original enquiry so we match the right record.

10. Contact us

Privacy questions, access requests and deletion requests: hello@urbanearthrealty.com or call +91 8310402657. Post: UrbanEarth Realty, No. 2, Gurudarshan Layout, Near Nanjappa Circle, Vidyaranyapura, Bangalore - 560097, Karnataka, India. Working hours: Monday - Sunday: 9:00 AM - 8:00 PM (IST).

11. Changes to this policy

We update this notice when our practices, tools or legal obligations change. The effective date above always reflects the current version, and material changes will be highlighted on this page.

Contact

UrbanEarth Realty

No. 2, Gurudarshan Layout, Near Nanjappa Circle, Vidyaranyapura, Bangalore - 560097, Karnataka, India

Phone: +91 8310402657

Email: hello@urbanearthrealty.com

www.urbanearthrealty.com

Companion document: Terms of Service (urbanearthrealty.com/terms-of-service)