

***This template is an example for your consideration and your choice to use any template is based upon your own independent judgement. This template does not constitute the provision of legal advice by The Landover Corporation, or Coldwell Banker Bain, and you are encouraged to seek independent advice if you have questions.***

## **PRIVACY POLICY**

### **PLEASE READ CAREFULLY BEFORE USING THIS WEBSITE**

Welcome to the **Business Name** website (hereafter referred to as "Website"). By using this Website, you agree to be bound by the Terms of Use as they presently exist or as they may be revised at any time without notice or obligation. If you do not agree with the Terms of Use or any revisions to them, please discontinue your use of this Website.

**Business Name** is committed to respecting your privacy and your personal information, and as such, your usage of this Website is governed by their Privacy Policy. This Privacy Policy is provided to inform you about how we collect and use the information you share with us. Please understand that by using the real estate services and website(s) that we make available to you, you are agreeing with the terms of this Privacy Policy. As a result, you are encouraged to read this entire Privacy Policy. If you have questions, comments or concerns about this Privacy Policy, about our websites, other services or about our company in general, please contact us as indicated below.

### **What does this privacy policy apply to?**

This Privacy Policy applies to all the real estate services that we make available for your use, to our websites, and to services that may be offered through affiliated companies with which we, directly or indirectly, share common or partial ownership or have a contract and relationship. Examples include residential real estate brokerage services, home related service referrals, mortgage lending services, title insurance services, escrow services, and other real estate related services that may be made available from time to time.

### **What type of information is collected and how is it used?**

If you use our websites, or other real estate services we make available, we may collect personal information from you (such as name, contact information and depending on the service involved, more extensive financial/credit history information). This information is only collected from you on a voluntary basis (i.e. you are the one who decides whether to supply it or not). This information is used by us to allow you to access and fully utilize our website features (e.g. the "My Searches" and "My Favorites" functions), and/or to assign a sales associate to assist you. It may be used to access the other services and preferred partners we make available from time to time, such as mortgage, title insurance, escrow, etc. We may also use the information you provide us to contact you by email or telephone to confirm your satisfaction with the services that you have utilized, or to provide you with additional information about other services that are available to you.

### **Do you use passive means to collect information?**

To permit your efficient use of our websites, we do use cookies, which let us know when and how you accessed our websites. When we know you are a prior customer, you will not have to re-enter all of the information you previously provided to us every time you access the sites. Cookies are alphanumeric

identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide various features within the system.

The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether.

### **What happens if I decline to provide personal information or remove or reject passive information gathering?**

If you choose not to submit personal information, or if you choose to configure your browser to remove or reject cookies or other passive data collection, you will not be able to fully utilize our website features, and we will not be able to make our services fully available to you (i.e., you will not be able to create a "My Favorites" cache, and will not be able to obtain online settlement services).

As outlined below, we may also collect unique usage information related to your use of our websites; however, this information does not include and is not linked to your personal information. This information is collected to allow us to provide you with the information you have requested or have asked to have stored, and helps us understand how our customers use our websites, assisting us in planning new features and services.

Additionally, we collect non-personal information in the form of web-based analytics via our HubSpot and Google, our service providers, to help us provide you with content or services that you find most useful to your home search, sale or upkeep. To learn more about our service providers' privacy policies, see Third-Party Service Providers section below.

### **How secure is information about me?**

It is important for you to protect against unauthorized access to your password and to your computer. Whenever you are using a shared computer, be sure to sign off from the website once you have finished using it.

We do store, in a secure format, personally identifiable information that you provide to us electronically. We do not collect payment-related information or financial/credit history information through our websites.

### **Does the website share the information it receives?**

Information about our customers is an important part of our business, and we are not in the business of selling it to others.

### **Do you send service updates or other information?**

Periodically, we may contact our customers or visitors to our websites, requesting information about their use of our services, or providing news, special offers and other information relating to services that are available to them through us. You may elect to unsubscribe to these communications by contacting us or by clicking on the link provided at the bottom of our emails to you.

### **How do I learn about changes to this privacy policy?**

We may periodically update our Privacy Policy. Please understand that it is your responsibility to review this Privacy Policy frequently to remain informed about any changes to it. Your continued use of our websites and our services will indicate your acceptance of any changes we do make. Our most current Privacy Policy will always be available for your review on our websites.

## How can I access or change my personal information?

You may, at any time, ask to review, update, or delete information we have collected about you from our records. Similarly, you may, at any time, opt out from receiving our emails or other communications by using the “Unsubscribe” link at the bottom of our communications. For assistance, please contact us at:

**Website Manager**  
**Business Name**  
**Business Street Address**  
**Business City State Zip**  
**Business Email Address**

## What should I do if I have a question or a problem?

While we strive for error free performance, we cannot always anticipate an unintended privacy issue. As a result, we encourage your questions and comments about privacy concerns, about this Privacy Policy, and about our websites and other services. Please direct them, and any exchange requests to us at:

**Website Manager**  
**Business Name**  
**Business Street Address**  
**Business City State Zip**  
**Business Email Address**

## CALIFORNIA PRIVACY RIGHTS

Because California residents have access to our site and in accordance with California’s Online Privacy Protection Act, we state the following policy:

**Business Name** does track its customers over time and across third-party websites to provide targeted advertising and does not respond to Do Not Track (DNT) signals. Some third-party sites do keep track of your browsing activities when they serve you content. This enables them to customize what they present to you. If you visit such sites, some web browsers allow you to set the DNT browser signal so that third parties, such as advertisers, know you do not want to be tracked.

Third parties that embed content on **Business Name** website – **Website URL Address** – may set cookies on your browser and/or get information about the fact that your browser visited a particular part of our site from a particular IP address.

California law provides California residents the right to request in writing from businesses with whom they have an established business relationship (1) a list of categories of personal information, such as name, address, email address, and the type of service provided to the customer, that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties’ direct marketing purposes and (2) the name and addresses of all such third parties. To request the above information, please contact us at:

**Website Manager**  
**Business Name**  
**Business Street Address**

***Business City State Zip***  
***Business Email Address***

### **THIRD-PARTY SERVICE PROVIDERS**

We may provide third parties that we are affiliated with access to the personal information you share with us. We may in some cases include links in our products or websites to third party websites. In these cases, we are not responsible for such third parties' privacy practices or content, and we recommend that you review their privacy policies to understand their privacy and information collection practices.

We do use the personal information you provide us to facilitate our provision of services to you, and to facilitate our affiliated companies doing the same. We do not sell, rent, or otherwise provide access to your personal information to any third parties, with the following limited exceptions:

When we employ contractors to provide services on our behalf, we require them to maintain personal information as confidential, and to only use it on our behalf.

If we, in good faith are required to disclose it to comply with legal processes, or we need to do so to protect your, our or the public's rights or property interests.

If our company is involved in a sale, merger or any other combination with a third party. In such circumstances, the surviving entity will be responsible for this Privacy Policy and the personal information collected from you.