

The Southland Regional Association of REALTORS® ("SRAR") has created this Privacy Policy to demonstrate our firm commitment to privacy and so that you, as a visitor of srar.com ("website"), will be aware of the uses made of information that may be generated as a result of you using our website.

USE OF INFORMATION

SRAR may gather the following types of information needed to process your transactions, fulfill your requests, and maintain our membership records:

- Contact information you provide (for example, your personal and business addresses, phone and fax numbers, firm affiliations and titles).
- Tracking information which our web server automatically recognizes each time you visit one of our sites or communicate with us by e-mail (for example, your IP address, your e-mail address, and what pages you visit); and
- Information you volunteer, via applications or surveys (for example, education, designations, specialties, affiliations with other real estate organizations and general demographic data).

SRAR may use this information to:

- Improve and customize the content and layout of our sites and communications tools,
- Notify you of updates to our site.
- Notify you of relevant products and services.
- Notify you of upcoming events and programs.
- Compile specialty directories about which you will be made aware.
- Track usage of our site.

Through use of this website, SRAR does not share, sell or trade e-mail addresses, but may provide you with on-line informational or marketing messages that have been approved by SRAR.

Through use of this website, SRAR will not share, sell or otherwise provide other information about you to third parties.

CREDIT CARD INFORMATION

Credit information you provide when you make payments for products, dues or services via the REALTOR® Electronic Commerce Network will only be used to process the transactions you request. This information will be provided to and maintained by reputable credit reporting databases, but will never be sold, shared or provided to other third parties.

ADVERTISING LINKS

Our website may contain advertising links pursuant to agreements between SRAR and the advertiser. SRAR does not control the sites reached through links on our site, or their information collection practices, and SRAR will not be responsible for the activities of these advertising parties. The advertising site may use cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our sites.

USE OF COOKIES

What is a cookie? A cookie is a data file that is created and stored on your computer's hard drive when you visit a website. The typical purpose of a cookie is to make your use of the website easier and more convenient and to assist the website in tracking your use of the site. For example, a cookie may save the registration information, passwords, purchases or preferences that you create when using a website so you don't have to reenter this information. Cookies may also tell the website which areas of the site are popular and which aren't. Cookie technology is used by most major websites and is considered an industry standard for the Internet. Our website may use cookie technology to verify user information. Also, most Internet browsers are initially set to accept cookies. If you prefer, you may set your browser so that it refuses cookies or alerts you when cookies are being created on your hard drive. You should be aware though that by not accepting cookies, you may impair your ability to use certain shopping or password protected areas of websites.

DIRECTORS AND COMMITTEE MEMBERS

For use by the members of SRAR, we may make available on the website the names of members who are serving as directors or committee members of PWR

CONTACT US

Like most sites on the Internet, our website contains a feature that allows you to contact us with your comments or questions. You have the option to provide us with certain information, such as your first and last name and email address. The information collected through the "Contact Us" feature is used to solely to investigate and respond to your inquiries.

LINKS TO OTHER SITES

In many areas of our website, we have included links to other Internet sites which we feel add to or improve the quality of our website. While we hope you find these links helpful, we cannot assume responsibility for the privacy practices or the content of any linked site. Therefore, we encourage you to investigate and determine the privacy policy and practices of any linked site prior to providing information to the linked site.

SURVEYS

We may from time to time create and use surveys on our website. Most surveys are simple "click box" surveys where you click a box on the screen to indicate your response. However, we may from time to time ask you for your name, email address or demographic information. If a survey does ask you this information, we will not use it for any purpose other than to complete the survey, compile statistics and update member records.

CONTESTS

We may from time to time run contests on our website. If our contests require you to provide personal or demographic information, we will not use this information for any purpose other than to complete the contest and update member records.

SECURITY

We have adopted what we consider to be reasonable security measures to protect against the loss, theft, misuse and alteration of information collected through our website. However, if you are concerned about the security of the Internet or our website, we suggest that you not provide this information. We maintain security procedures and standards which we believe are as safe as today's technology permits. We test these procedures and modify them regularly as new technologies become feasible.

CONTACTING OUR WEBSITE

If you have any questions about this Privacy Policy, the practices of our website, or your dealings with our website, please feel free to write us at: 7232 Balboa Blvd. Van Nuys, CA 91406 Attn: Administration

CHANGES TO PRIVACY POLICY STATEMENT

With the ever-changing environment of the Internet and to maintain our ability to improve the quality and safety of our website, we reserve the right to change this Privacy Policy at any time. As you use our website, we encourage you to periodically check back with this statement for changes that we may make. Your continued use of our website will constitute your agreement to any changes we make and if you do not agree with a change, please refrain from using our website.