

## Southland Regional Association of Realtors Privacy Policy

Effective Date: April 1, 2022

Welcome to Southland Regional Association of Realtors (“**SRAR**,” “**us**,” “**we**,” or “**our**”) website. This Privacy Policy applies to your use of our website, <https://www.srar.com/>, and to other information we collect online and offline (together, our “**Service**”). Please read our Privacy Policy carefully before using the Service. By using the Service or otherwise providing Personal Information to us, you agree to our data collection, use, and disclosure practices. If you do not agree, please discontinue use of the Service.

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### **PERSONAL INFORMATION WE COLLECT AND WHY WE COLLECT IT**

“Personal Information” is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you. Personal Information does not include information that is publicly available, de-identified, or aggregated.

The chart below summarizes the types of Personal Information we collect and why we collect it. SRAR may use your Personal Information for any purposes not inconsistent with SRAR statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including the purposes listed below.

<b>CATEGORY OF PERSONAL INFORMATION</b>	<b>EXAMPLES</b>	<b>PURPOSE(S) FOR COLLECTION</b>
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<p>Contact Information</p>	<p>Name, personal address, business address, phone number, fax number, email address, firm affiliations, and titles</p>	<p>To allow you to participate in the features we offer on the Service  To process your membership and product orders  To maintain your membership with us  To communicate with you, including about our products, your orders, and to obtain your feedback  To send you marketing materials and advertisements  To allow you to participate in promotions, sweepstakes, contests, events, and programs  Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes  To detect and prevent fraud against you and/or us</p>
<p>Other Identifiers</p>	<p>IP address and device identifiers</p>	<p>To recognize you when you use our Service  Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes  To detect and prevent fraud against you and/or us</p>
<p>Payment Information</p>	<p>Credit card or other payment information</p>	<p>To process your orders, subscriptions, and membership fees</p>
<p>Commercial Information</p>	<p>Products or services purchased</p>	<p>To allow you to participate in the features we offer on the Service  To process your orders  To tailor our communications to you  To provide customer service and support  To allow you to participate in special events  To improve the Service and our products, marketing, and advertising  Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes  To detect and prevent fraud against you and/or us</p>
<p>Internet or Other Electronic Network Activity Information</p>	<p>Browser type and language, operating system, internet or mobile network provider, website access time, duration of visit,</p>	<p>To allow you to participate in the features we offer on the Service  To facilitate, manage, and improve your website experience  To improve the Service, and our products, marketing and advertising</p>

	referring website address, browsing and search history on our websites, webpages viewed immediately before and after our websites, emails	Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes To detect and prevent fraud against you and/or us
Geolocation Data	Inferred from your IP address	Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes To detect and prevent fraud against you and/or us
Communications with Us	The contents of your communications with us via phone, email, or other means (such as survey responses)	To communicate with you, including about your membership, to provide answers to your questions, and to obtain your feedback To provide customer service and support To improve the Service and our products, marketing, and advertising To allow you to participate in promotions, sweepstakes, and contests Auditing, research and analysis, to maintain and improve the Service, and for any other internal business purposes To detect and prevent fraud against you and/or us

We may use and share information for any purpose if it is publicly available.

## HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect your Personal Information through various means, including when you directly provide it to us and automatically through your use of our Service. We may also collect Personal Information about you from our Service Providers and from third parties. In some instances, you may be able to choose what information to provide, but sometimes we require certain information from you to use features of our Service.

### Information that You Provide

We collect Personal Information about you directly when you:

- Register or maintain membership with us
- Purchase products from us
- Enter search terms or other information through our Service
- Subscribe to receive our notifications
- Exchange communications with us by mail, email, phone, etc.
- Obtain customer service or technical support
- Participate in promotional activities (events, special offers, sweepstakes, surveys, contests, etc.)

- Connect with us via social media

### **Information Collected Automatically**

SRAR, our Service Providers, and/or third-party services may automatically collect certain information about you when you access or use the Service (“**Usage Information**”). Usage Information may include your IP address, device identifier, browser type, operating system, information about your use of the Service, and data regarding network connected hardware (e.g., computers or mobile devices), the domain name of the website that allowed you to navigate to the Service, search engines used, the length of time spent on the Service, the pages you looked at on the Service, the address (or “URL”) of the websites you visited before and after visiting the Service, the frequency of your visits to the Service, and certain other available information. The methods we use to collect Usage Information include:

- **Log Files.** Log information is data about your use of the Service, such as IP address, browser type, Internet service provider, referring/exit pages, operating system, date/time stamps, and related data, which may be collected and stored in log files.
- **Cookies.** We use cookies and other tracking technologies (such as web beacons) to collect and store information about your interactions with our website, including information about your browsing behavior. Our website also supports third-party cookies placed by our Service Providers, affiliates, and advertising partners. Cookies are small files that a website transfers to your device through a web browser that enable the site’s or a third party’s systems to recognize your device and to capture and remember certain information. Web beacons (also known as tracking pixels) are tiny graphics embedded invisibly on a webpage or in an email that may be used to deliver or communicate with cookies, to count users who have visited certain pages, and to understand usage patterns. Cookies vary in how long they last. “Session cookies” terminate shortly after you terminate your internet session. “Persistent cookies” are stored on your device until a set expiration date. We use both session cookies and persistent cookies on our website. In general, our website use cookies and other tracking technologies as follows:
  - Where necessary to run our website, for example by allowing you to add items to your cart
  - To optimize the functionality of our Service
  - For analytics purposes—for example, to help us understand how our Service is used, to see what products most interest you, and determine how best to market our products to you. More information on website analytics is provided below.
  - To determine if you open or act upon our email messages. Information on unsubscribing from our commercial email communications is provided below.
  - To obtain information about your interactions with our online advertisements, such as whether you clicked on an ad.
- **Location-identifying Technologies.** GPS (global positioning systems) software, geo-filtering and other location-aware technologies locate you (sometimes precisely), or make assumptions about your location, for purposes such as verifying your location and delivering or restricting/providing content based on your location. If you have enabled GPS or use other location-based features on the Service, your device location

may be tracked by us and third parties. Content on our Service may be personalized based on various information we may have about you to try to provide you with more location-relevant content.

- **Device and Activity Monitoring.** Technologies that monitor, and may record, certain of your interactions with the Service, and/or collect and analyze information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes such as identification, security, fraud prevention, troubleshooting, tracking and/or improving the Service and customizing or optimizing your experience on the Service.

#### **Information We Collect from Other Sources**

SRAR may also obtain information about you from other sources, including our Service Providers. In some circumstances, we obtain Personal Information about you from third parties, including business partners. To understand your rights and choices regarding Personal Information collected by other companies, please consult the privacy policies of the businesses that you interact with.

#### **HOW WE SHARE PERSONAL INFORMATION**

We may disclose your Personal Information for any purposes not inconsistent with this Privacy Policy, our written statements at the point of collection, or applicable law. In general, we share Personal Information as follows:

- With our agents, vendors, consultants, and other service providers (collectively, **“Service Providers”**) in order for them to provide their services to us. For example, we may share your Personal Information to provide customer service, operate and improve our business and the Service, improve our products and customer service, help run our promotions, process payments, perform auditing and quality control, communicate with you, and otherwise operate our business.
- As necessary, for the following purposes: (a) to comply with any legal process; (b) to respond to requests from public and government authorities; (c) to enforce our terms and conditions; (d) to protect our operations and protect our rights, privacy, safety, or property, and/or that of you or others; and (e) to allow us to pursue available remedies or limit the damages that we may sustain
- With our insurers and professional advisers for the purposes of managing risks, obtaining professional advice, exercising or defending against legal claims, etc.
- With third parties in connection with or during negotiations of any reorganization, acquisition, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding)

#### **SOCIAL FEATURES ON OUR SERVICE**

Certain functionalities on the Service permit interactions that you initiate between the Service and certain third-party services, such as social networks (**“Social Features”**). Examples of Social Features include: “liking” or “sharing” SRAR’s content; and to otherwise connect the Service to a third-party service (e.g., to pull or push information to or from the Service). If you use Social Features, information you post or provide access to may be publicly displayed on the Service or by the third-party service that you use. Similarly, if you post information on a third-party service that references

the Service (e.g., by using a hashtag associated with SRAR in a tweet or status update), your post may be used on or in connection with the Service or otherwise by SRAR. Also, both SRAR and the third party may have access to certain information about you and your use of the Service and any third-party service.

## **ANALYTICS**

Our website uses analytics technology provided by our Service Providers to understand how users interact with the site, improve our web experience, and better market our products. Analytics services in use on our website may include Google Analytics. These analytics services use cookies and other Tracking Technologies to collect information about how you use the Service. Personal Information collected by these analytics services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these Service Providers on servers in the U.S. (or elsewhere). See below for more information on your choices regarding analytics services.

## **YOUR CHOICES ABOUT TRACKING AND COMMUNICATIONS FROM US**

### **Cookies and Tracking Technologies**

Cookies may be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options, so you may need to set them separately. Please review your browser's Help menu for instructions or visit [www.allaboutcookies.org](http://www.allaboutcookies.org) for more information. Please note that if you disable all cookies, some features of our Service may not function properly.

### **Do Not Track Signals**

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no consensus among industry participants as to what "Do Not Track" means in this context. Like many online services, we currently do not alter our practices when we receive a "Do Not Track" signal from a visitor's browser.

### **Analytics and Advertising Technologies**

You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

You may choose not to receive some interest-based advertising by submitting opt-outs. Some of the advertisers and Service Providers that perform advertising-related services for us may participate in the Digital Advertising Alliance's ("DAA") Self-Regulatory Program for Online Behavioral Advertising and/or the Network Advertising Initiative ("NAI"). To learn more about how you can exercise certain choices regarding interest-based advertising, including use of cross-device data for serving ads, visit <http://www.aboutads.info/choices/>. To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that opting out only means that those selected members should no longer deliver certain interest-based advertising to you but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). SRAR is not responsible for the effectiveness of any third parties opt-out options or the accuracy of their statements regarding their programs

### **Email Communications**

You may unsubscribe from our marketing email communications by clicking the “unsubscribe” link found in every commercial email we send, or by sending a request to unsubscribe to [privacy@SRAR.com](mailto:privacy@SRAR.com). If you opt-out of our marketing email communications, we may still send you email messages related to your account or purchases with us. Unsubscribing from our marketing communications will not affect the level or quality of service we provide to you.

### **Text/SMS Messages**

You have the choice to opt-in to receiving text messages and alerts on the mobile phone number(s) you share with us. Once you opt-in, we may send you text messages regarding about our products, event, programs, and promotions ). You do not have to opt-in to text messages and alerts to use and enjoy our Service or products. If you opt-in, standard text messaging charges may apply. You may choose to opt-out from our text messages and alerts at any time. To directly opt-out, send us a text message from your mobile phone with the word STOP and we will unsubscribe you from text communications. If you opt-out, you will not receive any additional text messages via your mobile phone.

### **SECURITY**

We take commercially reasonable measures to protect Personal Information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and electronic storage are not completely secure, and SRAR cannot guarantee the security of your Personal Information.

### **AGE RESTRICTIONS**

The Service is intended for adults not less than eighteen (18) years of age. If you are under eighteen (18) years of age, you are not permitted to use the Service and should not send any Personal Information to us. SRAR does not knowingly collect Personal Information as defined by the Children’s Online Privacy Protection Act (“COPPA”). If we learn that we collected Personal Information in a manner not permitted by COPPA, we will dispose of that information, or otherwise treat it, in accordance with COPPA and other applicable laws and regulations. If you are a parent or guardian and you believe that your child under the age of thirteen (13) has provided us with Personal Information, please contact us at [privacy@SRAR.com](mailto:privacy@SRAR.com).

### **CALIFORNIA PRIVACY**

#### **California Shine the Light Law**

California’s “Shine the Light” law permits California residents to request certain information regarding our disclosure of personal information to third parties for their own direct marketing purposes. We do not share personal information with third parties for their direct marketing purposes. If you are a California resident, you may request information about our compliance with Shine the Light by contacting us at [privacy@SRAR.com](mailto:privacy@SRAR.com).

### **INTERNATIONAL VISITORS**

Our Service is directed solely to residents of the United States. If you access the Service from outside of the U.S., please be aware that Personal Information collected through the Service may be

transferred to, processed, stored, and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Service or provision of any Personal Information to us constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information in the U.S. as set forth in this Privacy Policy.

#### **CHANGES TO THIS POLICY**

By using our Service, you consent to the terms of this Privacy Policy. We may change our Privacy Policy from time to time. Your use of our Service indicates your consent to the privacy policy posted at the time of use.

#### **HOW TO CONTACT US**

If you have any questions about this Privacy Policy, please contact us at [privacy@SRAR.com](mailto:privacy@SRAR.com), by mail to 7232 Balboa Blvd. Van Nuys, CA 91406 (Attn: Administration), or by phone at 818-786-2110.