

# REAL ESTATE STANDARDS ORGANIZATION (RESO) WEBSITE PRIVACY POLICY

RESO sites, [www.reso.org](http://www.reso.org), [members.reso.org](http://members.reso.org), and other sites owned or operated by RESO on which this policy is linked or appears ("Site" or "Sites") are owned, operated, and maintained by Real Estate Standards Organization ("RESO"). Please read this Privacy Policy ("Policy") carefully as it discloses the privacy practices of this Site. By accessing this Site, you indicate your acceptance of this Policy. Users of this site must be at least 13 years old; access or use by anyone younger is not authorized.

RESO may modify this Policy from time to time by displaying the updated Policy on the Site. Please check this page regularly to ensure that you are familiar with the current version of Policy. Your continued use of the Site after the updated Policy is displayed indicates your agreement to the modified Policy.

RESO is committed to your privacy and security, and wants to provide you with the best possible online experience. To that end, we want you to understand what kinds of information we gather from you, how this information is used and safeguarded, and how you can control its use.

## 1. Information Collection

(a) RESO is the sole owner of the information collected on this Site. RESO only has access to and collects information that you voluntarily give us.

(b) The kinds of information RESO collects from you will vary, depending on how you use the Site. Sometimes RESO will collect personally identifiable information ("Personal Information"). For example, if you choose to take advantage of the RESO Collaboration System or Members Only content, you may be asked to provide information such as a user name and password, your real name, e-mail address, phone number, and address.

(c) In addition to the Personal Information you choose to submit, our systems are set up to gather certain data to help us to better understand how the Site is being used and how we can improve it. This data may not be linked to you personally. This automatically gathered data includes your computer's "Internet Protocol" ("IP") address, statistics about how visitors navigate through our Site and information provided through the use of cookies and web beacons (which is described in more detail below).

(d) Finally, as you visit our Site, be aware that third parties may at times be able to gather information from you. For example, third party marketing companies and ad servers may use their own cookies, and companies offering products or services through RESO Sites may use their own cookies and may collect and use the information you submit. In these cases, the third parties may use your information according to their own privacy policies, which may differ from this Policy.

## 2. Information Use and Sharing

(a) RESO uses the information to understand your needs and provide you with better services, and may use the information for purposes such as: improve and customize the content and layout of our Sites and other communications tools; send you e-mail news updates; notify you of relevant products and services; track usage of our Sites; provide more relevant advertising on other websites; notify you of upcoming RESO events and programs; keep internal records; and other such purposes.

(b) The use of your information depends on the context in which it is collected. The following Sections 3-8, describe in more detail the type of information that is collected and how it is used.

(c) Additionally, we will disclose personal information when we believe in good faith that such disclosures (i) are required by law, including, for example, to comply with a court order or subpoena, or (ii) will help to: enforce our policies; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Site(s) or third parties.

(d) RESO will never sell your information.

## 3. Cookies, Web Beacons, and similar technology

(a) RESO uses "cookies" on this Site. Cookies are small files that are sent to and stored on your computer so that we and third parties that provide services for our Sites can recognize your computer as a unique machine the next time you visit our Sites. This technology is used to keep track of your information for your own convenience; help us optimize your online experience by altering our content depending on your particular needs or browsing patterns; provide you with advertisements (on and off our Site), products and services potentially of interest to you; help us understand the size of our audience and their traffic patterns within our network; and help us pursue similar goals.

(b) Some of our advertisers and third-party ad servers may also utilize their own cookies, web beacons, and similar technologies, which are subject to their own privacy policies. Also, companies offering products or services through RESO websites may use their own cookies, which are subject to their own privacy policies.

#### **4. Registered User Information**

(a) The information you provide when you become a registered user to certain pages of the Sites is used primarily to help us customize your online experience. Your user name and/or e-mail address serves as a unique identifier in our record system, and it is used together with your password to prevent unauthorized access to any information you choose to store on our Sites.

(b) The data you give us about your personal preferences and demographics (such as zip code, occupation, or other data) may be used to help us offer content, advertisements, products and services that are most likely to appeal to you. In addition, we may share this information, in aggregate form, with our current and potential advertisers so they can know how to present their ads more effectively.

(c) By registering with and on the RESO Site, you are confirming that you are at least 18 years old or older.

(d) Unless you specify that you'd prefer not to hear from us, we may also use the e-mail address you provide at registration to contact you for promotional, administrative, or other reasons. You may have these communications terminated at any time. If you indicate that you're interested in hearing from other companies, we may also share your contact information for that purpose.

#### **5. Event Registration Services**

(a) You may choose to register for events through the Sites. You may store your preferences for convenience in using the Site, or making an online purchase. The information you submit is used by RESO to provide event registration; RESO may share your information if RESO uses a third party to actually process your registration. RESO may also share this information with subcontractors, but only to the extent necessary to fulfill your request. In addition, we may use the contact information and nonfinancial order information you've supplied, such as your e-mail address, as set out in Section 4 above.

(b) Event registration through the Site will require submission of financial information, such as a credit card number, for the online purchase. This financial information is used only for processing your payment, and is not retained after completion of your order unless you have given us the authority to store your credit card information. RESO may, however, store your nonfinancial order information for accounting purposes and to help us to understand your preferences better so that we can offer you future products or services that you may find useful. Your credit card information will never be sold, shared or provided to other third parties.

#### **6. Solicited Information**

You may occasionally see surveys, contests, sweepstakes, or other features of our Site that ask you to provide us with Personal Information ("Solicited Information"). Your participation in Solicited Information requests is completely voluntary and optional. When you choose to respond to these requests, the Personal Information you offer may be used for several purposes, which include the uses set out in the Section 4 above. They also include providing information to third parties as necessary for prize fulfillment and other aspects of any sweepstake or similar offerings.

#### **7. User Initiated Communication**

Our websites enable you to e-mail us or third parties and to participate in RESO Collaboration System bulletin boards and discussion groups. Whenever you choose to initiate these kinds of communication with us, or anyone else, you may expect to be contacted in return.

#### **8. Automatically Gathered Data**

The information gathered automatically by our system—such as your computer's IP address, the kind of browser you're using, a record of your navigation through our Site, and information obtained through cookies and web beacons—may be used by RESO so we can understand how to make our Sites convenient and useful to our audience, in addition to the other ways outlined in this Policy. RESO may also share this information with our current and potential advertisers so they can know how to present their advertisements more effectively.

#### **9. Limiting Information Gathering**

(a) You also have the ability to customize your e-mail correspondence from us at any time. You will either be given the chance to opt-out of email communications via the members.reso.org user profile or RESO will provide a means to stop receiving email, such as contacting the appropriate webmaster with your request to unsubscribe and we will promptly remove your address from that e-mail service.

(b) If you feel concerned about the cookies that are sent between our computers and yours, you may, through your Web browser, either choose to reject them automatically, or have your computer prompt you before accepting them. Generally, this is done by selecting the appropriate cookies setting on your Web browser (usually found in "Internet Options" or "Preferences"). Please note, however, that some of our features and services depend on the use of cookies. Therefore, you will be unable to take advantage of those features if you choose not to accept cookies.

**10. Security**

(a) RESO takes precautions to protect your information. Whenever Personal Information about you is stored on our computers, that information is password-protected from unauthorized access or use. In addition, this information is kept only on servers that are located behind a firewall.

(b) RESO has additional security measures for financial information. We will only transmit or ask for this information over secure Internet connections, using SSL (Secure Sockets Layer) encryption, the currently accepted standard for online security, and security keys. In addition, we require password authentication from any third parties you've authorized to receive this information. Finally, your credit card number and financial information are never stored on our servers. While this means you may have to enter this information more than once, we believe the added security is worth the extra effort.

(c) Of course, we appreciate your help in safeguarding the integrity of your own and others' privacy. We hope you'll use common sense whenever you disclose Personal Information over the Internet. Please let us know immediately if you suspect that the information you share with us is being used in any way contrary to this Privacy Policy.

(d) You acknowledge that no data transmission is 100% secure, as such, despite RESO's best efforts, RESO cannot guarantee or warrant the security of any information you provide to RESO.

**11. Outside Links**

This Policy only applies to Sites owned and operated by RESO. Our pages contain links to websites outside our control. Please be aware that these websites may collect information about you, and operate according to their own privacy practices that may differ from this Policy. RESO is not responsible for content of privacy practices of other such websites.

**12. Contact Information**

If you have concerns about this Privacy Policy or our privacy practices, contact us at:

Real Estate Standards Organization  
PO Box 10824  
Raleigh, NC 27605  
Phone: 919.504.9898

E-mail: [info@reso.org](mailto:info@reso.org)

This privacy policy is subject to amendment or modification at any time.