

NORTH ALABAMA MULTIPLE LISTING SERVICE VALLEYMLS.COM PRIVACY POLICY

ValleyMLS.com (the “Site”) is owned, operated, and maintained by North Alabama Multiple Listing Service (“NALMLS”). 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 the Policy. Users of this Site must be at least 13 years old; access or use by anyone younger is not authorized.

1. Modifications

NALMLS may modify the Policy from time to time by displaying the updated Policy on the Site. Please check this page regularly to ensure 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.

2. Information Collection

NALMLS collects information from you when you use and access the Site. The kinds of information NALMLS collects from you will vary, depending on how you use the Site. Sometimes NALMLS will collect personally identifiable information from you. For example, if you choose to become a registered user of the Site you may be asked to provide information such as a user name and password, real name, and e-mail address. NALMLS only has access to and collects personally identifiable information that you voluntarily give to NALMLS.

In addition to the personally identifiable 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 and is automatically gathered through your computer’s “Internet Protocol” (“IP”) address. This information includes statistics about how visitors navigate through our Site and other information provided through the use of cookies and web beacons.

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. In these cases, the third parties may use your information according to their own privacy policies, which may differ from this Policy.

3. Information Use and Disclosure

The use of your information depends on the context in which it is collected. NALMLS will never sell your personally identifiable information. Sections 4, 5, and 6 described in more detail the type of information that is collected and how it used.

Additionally, NALMLS 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 or third parties.

4. Cookies, Web Beacons, and Similar Technology

NALMLS uses “cookies” on this Site. Cookies are small files or a piece of data that are sent to and stored on your computer so that NALMLS and third parties that provide services for the Site can recognize your computer as a unique machine the next time you visit the Site. Cookies have different durations depending the type of cookie and its purpose.

This technology is used to keep track of your information for your own convenience; help NALMLS optimize your online experience; help NALMLS understand the size of our audience and their traffic patterns within our network; keep internal records, and pursue other similar goals. 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.

5. 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 NALMLS so we can understand how to make our Sites convenient and useful to our audience, track usage of our Site, and the other ways outlined in this Policy. NALMLS may also share this information with our current and potential advertisers so they can know how to present their advertisements more effectively.

6. Registered User Information

You may choose to become a registered user of the Site to access certain features only available to registered users. The information you provide when you become a registered user is used to help us customize your online experience and provide the registered user services. By registering on the Site, you are confirming that you are at least 18 years old and consent to the use of your registered user information as described in this Policy. Your name, email address, and password serve as a unique identifier for you in our record system and that information is used to store information about you and your preferences on the Site. NALMLS may also use your email address to contact you for administrative or other reasons. You may terminate your registered user account at any time.

7. Limiting Information Gathering

If you do not want cookies, web beacons or similar technologies to be 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.

8. Security

NALMLS takes precautions to protect your information. Whenever personally identifiable 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. NALMLS also appreciate your help in safeguarding the integrity of your own and others’ privacy. We hope you use common sense whenever you disclose personally identifiable information over the Internet. Please contact NALMLS immediately if you suspect that the information you share with us is being used in any way contrary to this Policy. You acknowledge that no data transmission is 100% secure, as such, despite NALMLS’s best efforts, NALMLS cannot guarantee or warrant the security of any information you provide to NALMLS.

9. Third-Party Links and Websites

This Policy only applies to Sites owned and operated by NALMLS. The Site may contain links to websites outside NALMLS 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, including the use of cookies, web beacons, and other similar technologies. NALMLS is not responsible for the privacy practices of other such websites.

10. Questions

For any questions or comments you may have about this Policy, please contact us at: info@hbrmls.com.

11. Last Update

This Policy was last updated: [April 27, 2017](#).