

VALLEYMLS.COM PRIVACY POLICY

ValleyMLS.com (the “Site”) is owned, operated, and maintained by ValleyMLS.com, Inc. (“ValleyMLS”). Please read this Privacy Policy (“Policy”) carefully as it describes how ValleyMLS collects, uses, maintains, and discloses information collected from users of this Site.

This Privacy Policy addresses the following items:

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1. YOUR ACCEPTANCE OF THIS POLICY

By accessing this Site, you indicate your acceptance of the Policy. Users of this Site must be at least 19 years old; access or use by anyone younger is not authorized.

2. ABOUT US

ValleyMLS.com is owned and operated by ValleyMLS.com Inc., an Alabama corporation. If you have questions about the Policy or our practices with regards to information collected on the Site, please contact us info@valleymls.com.

3. MODIFICATIONS, CHANGES, AND UPDATES TO THIS POLICY

ValleyMLS 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 the Policy. Your continued use of the Site after the updated Policy is displayed indicates your agreement to the modified Policy.

4. TYPES OF INFORMATION WE COLLECT FROM YOU

ValleyMLS collects information from you when you use and access the Site. The kinds of information ValleyMLS collects from you will vary, depending on how you use the Site.

Personally, identifiable information

We will collect personally identifiable information from you only if you voluntarily submit such information to us. For example, if you choose to become a registered user of the Site you may be asked to provide personally identifiable information such as a user name and password, real name, and e-mail address. ValleyMLS only has access to and collects personally identifiable information that you voluntarily give to ValleyMLS.

General information

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 (it does not include your name, contact information,

username, or password). and is automatically gathered through your interactions with the Site. This information may include the type of Internet browser you are using, your IP address, information about your computer, such as the operating system, your Internet Service Provider, statistics about how you navigate through our Site, geographical location information, and other information provided through the use of cookies and web beacons.

Third party data collection

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.

5. HOW WE COLLECT INFORMATION

How we collect from you will vary depending on how you use and interact with this Site.

Registered user information

You may choose to become a registered user of the Site to access certain features only available to registered users. We collect the following information from registered users:

- Name and contact information, such as first and last name, email address, address (home and work), telephone numbers
- Credentials, such as username, password, challenge questions, and similar security information used for authentication and account access
- Preferences with regards to your real estate interests, and notification preferences
- Saved information, such as saved searches and saved properties

The information you provide when you become a registered user is used to help us customize your online experience and provide you with the registered user services. By registering on the Site, you are confirming that you are at least 19 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. ValleyMLS may also use your email address to contact you for administrative or other reasons. You may terminate your registered user account at any time.

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 ValleyMLS 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. ValleyMLS may also share this information with our current and potential advertisers so they can know how to present their advertisements more effectively.

Cookies, Web Beacons, and Similar Technology

ValleyMLS 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 ValleyMLS 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 ValleyMLS optimize your online experience; help ValleyMLS 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.

6. HOW WE USE AND DISCLOSE YOUR INFORMATION

ValleyMLS uses your information for purposes based on your consent, our legitimate business interests, and our legal and compliance obligations. The use of your information depends on the context in which it is collected. ValleyMLS will never sell your personally identifiable information. ValleyMLS collects and uses your information for the following purposes:

- To provide, maintain, and improve our Site, products and services, including creating and managing your registered user account.
- To personalize your experience: your user account stores searches and properties that you select.
- To improve our content, advertising, and services: we may use information in the aggregate to understand how users of this Site as a group use the services and resources provided on our Sites.
- To provide you with information and resources including the names of agents, businesses, and other tools you may find helpful.
- To send periodic emails, marketing or promotional communications: we may use the email address you provide to respond to your inquiries, questions, and/or other requests, or notify you of upcoming events or programs, including responding to your customer service requests.
- To track usage of our Site, including compiling anonymous statistical data and analysis for use internally or with third parties.
- To serve advertisements to you on this Site and across the Internet on other third-party sites, and to track and report on the performance of such advertisements.

We also may share non-personally identifiable information with third parties, for example with advertisers, to show information or trends about how our Site and services are used.

Additionally, ValleyMLS 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.

7. HOW TO LIMIT 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.

Registered user account choices

In your registered user account, you can review, change, and update your personal information in your "Personal Profile" at any time. You can opt in or out of notifications from us in your Personal Profile. You can also opt out of any direct mailing we may send to you when you disclose your e-mail address to us or you can simply reply to our e-mail by typing "Unsubscribe" in the subject line. You have the ability to terminate your user account with ValleyMLS at any time by emailing us at info@valleymls.com.

Opting-out

"You can opt-out of the collection of data across unaffiliated sites over time for Interest-Based Advertising and other purposes from companies participating in the Digital Advertising Alliance Consumer Choice Page at www.aboutads.info/choices and from members of the Network Advertising Initiative via www.networkadvertising.org/choices.

If you would like to opt-out of your cookie data being shared with unaffiliated third parties, click here (<http://www.aboutads.info/choices/>). To opt-out of the sharing of your personal information with LiveRamp, please click here (https://optout.liveramp.com/opt_out). For more information about how Google uses your information, please click here (<https://policies.google.com/technologies/partner-sites>)."

8. HOW WE PROTECT YOUR INFORMATION

ValleyMLS 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. ValleyMLS is a company based in the United States and we process and store information on our servers located in the United States. As such, your data may be transferred outside of the country where you live. By accessing or using our Site, products or services, you consent to the processing, transferring, and storage of information in and to the United States.

ValleyMLS also appreciate your help in safeguarding the integrity of your own and others' privacy. We hope you use caution whenever you disclose personally identifiable information over the Internet. Please contact ValleyMLS 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 ValleyMLS's best efforts, ValleyMLS cannot guarantee or warrant the security of any information you provide to ValleyMLS.

9. THIRD-PARTY LINKS AND WEBSITES

This Policy only applies to Sites owned and operated by ValleyMLS. The Site may contain links to websites outside ValleyMLS 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. ValleyMLS is not responsible for the privacy practices of other such websites.

10. ADDITIONAL INFORMATION FOR USERS IN THE EUROPEAN ECONOMIC AREA

If you are from the European Economic Area, you may have additional rights under data protection laws, including accessing your personal data, objecting to the processing of your personal data, or restricting its use, or correcting, erasing, or exporting your personal data. You may also withdraw your consent you have provided us to your personal data at any time. If you wish to exercise any of the rights, please contact us at info@valleymls.com.

11. HOW TO CONTACT US

For any questions or comments, you may have about this Policy, please contact us at: info@valleymls.com. We can also be reached via phone at (256) 536-3334, or via mail at 535 Monroe St, NW, Huntsville, AL, 35801.

12. LAST UPDATE TO THIS POLICY

This Policy was last updated: June 7, 2021.