

### **8.3.1.8 PRIVACY POLICY**

We recognize the importance of protecting the personal information you provide to the Reno/Sparks Association of REALTORS® (RSAR). We maintain the following privacy policy:

1. We 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 email (for example, your domain name, your email 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).
2. We use this information to:
  - Improve and customize the content and layout of our sites and other communication tools;
  - Notify you of updates to our sites;
  - 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 sites;
  - Assist local REALTOR® associations, affiliates and Institutes, Societies and Councils in membership tracking and for their use for purposes similar to those listed above.
3. RSAR does not share, sell or trade email addresses, but may provide you with on-line informational or marketing messages that have been approved by RSAR for the purposes described in part 4 of this policy.
4. We will not share, sell or otherwise provide other information about you to third parties, except for:
  - Notifying you of RSAR approved promotions;
  - To exhibitors at REALTOR® trade shows for the limited purpose of contacting you one time immediately before and after trade shows, through marketing vehicles approved by RSAR;
  - To other vendors for the limited purpose of contacting targeted groups of members, through marketing vehicles approved by RSAR;
  - When required by law or valid legal process, or to protect the personal safety of our members or the public;

- Some or all of the data collected during the promotions or contests on our sites that are sponsored by third parties may be shared with the sponsor for the limited purpose of a one-time marketing follow-up by the sponsor. If information about you will be shared with a sponsor you will be notified prior to your participation in the promotion or contest and you can decide not to participate in the promotion or contest.
5. Credit information that you and credit authorizers provide when you make payments by credit card or electronic check for products, dues or other services will only be used to process the transactions you request. This information will be maintained only as long as necessary to transact the payment, but will never be sold, shared or provide to other third parties.
  6. 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.
  7. We utilize a strict opt-out policy for sending online notifications regarding services, products and programs. You may edit your communication preferences by contacting RSAR.
  8. Some of our sites contain advertising pursuant to agreements between RSAR and the advertiser. We do not control these advertisers, the sites of third parties reached through links on our site, or their information collection practices and RSAR will not be responsible for the activities of these third parties. The advertisers may use cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our sites. This information is collected by the advertisers for purposes of measuring and reporting on RSAR advertising. The advertiser may also aggregate the information for certain other statistical and reporting purposes.

Approved by Bylaws and Policy: 5/10/07

Approved by Board of Directors: 6/28/07