

Privacy Policy

Thank you for visiting illinoisproperty.com or utilizing the our mobile application found at mobile app stores such as the Apple® App store and Google® Play (the "Web-System"). This privacy policy only applies to the Web-System. RE/MAX, LLC d/b/a RE/MAX Northern Illinois Region ("RE/MAX Northern Illinois" or "RE/MAX") has established a network of independently owned and operated offices and their Broker Associates providing real estate services in the northern Illinois region (the "Network"). The Web-System also hosts websites for members of the Network ("Network Members"). This Privacy Policy is specific to RE/MAX Northern Illinois handling of your personal information and does not apply to the privacy practices of Network Members or 3rd parties. **As discussed below, we do provide your information to Network Members who may, in their sole discretion, transfer your information to third parties. We do not control the actions of Network Members. By using the Web-System, you agree that RE/MAX Northern Illinois is not liable for the actions of any Network Members, including their transfer of your information to third parties.** If you have any concerns about the privacy practices of Network Members, please contact the Network Member directly. **If you do not agree to this Privacy Policy and associated Terms of Use then do not use the Web-System.**

RE/MAX Northern Illinois is committed to safeguarding your privacy on our Web-System. We use this privacy policy to clearly disclose to you our privacy practices in a manner that is easy to understand. If there is something you do not understand about our privacy practices, please feel free to contact webmaster@remax.com.

This privacy policy does not apply to products or services provided, or information obtained, other than through the Web-System. We may change this policy from time to time so please check back often. If we significantly change our collection, use, or disclosure practices, we will try to send you a notice via email if you have provided us with an email address. Please keep in mind that some of the services mentioned specifically in this policy may not be available on the site at this time, March 1, 2018.

What information does RE/MAX Northern Illinois collect from you?

We collect information in several ways. Some of the information we collect is personal to you. Other information is anonymous. We collect the following categories of information:

- During registration, we ask for your name, email address, and phone number and other profile information about your home buying needs.
- When you report a problem with our site or services we will collect contact information along with a description of your problem
- When you contact us via the company email address, we will collect your contact information and any information you include in your email
- To customize our service for you, we and our partners may collect precise location data, including the real-time geographic location of your computer or device. This location data is collected anonymously in a form that does not personally identify you.

- When you visit and navigate our site, use our applications or third party sites, or open our emails, we may collect technical information about your use of our site including IP address, device identifier, and viewing information.
- We may collect information to populate real estate forms to help you enter into real estate transactions with your real estate broker and your 3rd party service provider for mortgage, title, home warranty etc.

How do we collect information from you?

Direct Collection

We collect much of the information listed above directly from you when you submit it on our Web-System. This includes information such as registration information, contact information, user submissions, real estate form information, and public postings. If you do not want to share your information, you can choose not to participate in a particular service or activity.

Indirect Collection – Cookies and Other Technology

As part of offering and providing customizable and personalized services, many websites use cookies and other online tracking technologies to store and sometimes track information about you. We may use these technologies to:

- Provide you with personalized content based on your use of our site
- Enable you to more easily use our site by remembering and using contact information, purchasing information, and registration information
- Evaluate, monitor and analyze the use of our site and its traffic patterns to help improve our site and services
- Assist us with ad reporting functions such as to learn which ads are bringing users to our website

The types of technologies we may use include:

- Cookies. A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. Cookies enable us to identify your browser as a unique user. Cookies may involve the transmission of information from us to you and from you to us. Cookies may also be used by another party on our behalf to transfer information to us in accordance with their privacy policy. Some cookies are "persistent cookies." They are used by us each time you access our Web-System. Other cookies are called "session cookies." Session cookies are used only during a specific browsing session. We may use a session cookie, for example, to remember that you have already navigated through a particular menu, or that you have entered in age information for a portion of a site that is restricted by age. We may also use "analytics cookies" that allow web analytics services to recognize your browser or device and, for example, identify whether you have visited our Web-System before, what you have previously viewed or clicked on, and how you found us. This information is provided anonymously for statistical analysis only. Analytics cookies are usually persistent cookies.

You may disable browser cookies in your browser or set your browser to warn you when a cookie is being sent. You may lose some features or functionality when you disable cookies. Remember, also, that disabling cookies is browser specific. If you log on using Internet Explorer, you must also disable cookies in Safari if you use that browser at a different time.

- Web Beacons. We also employ a software technology called a clear GIF (Graphics Interchange Format), also known as a pixel tag or Web beacon. A clear GIF is a line of code that we place on our websites or in emails which allows us to analyze our advertising and the general usage patterns of visitors to our websites. These help us better manage content on our site by informing us what content or promotions are effective. Unless you consent, we do not collect personally identifiable information from you through the use of web beacons. You may not disable Web beacons.
- Log Files. Like most standard website servers, we use log files. Log files track Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We utilize this information to analyze trends, administer the site, prevent fraud, track website navigation in the aggregate, and gather broad demographic information for aggregate use.
- Flash Cookies. Flash cookies, also known as local shared objects, are used to store preferences such as video volume, or display content based on what you view on our site using the Adobe Flash Player. Flash cookies are not stored through the browser. Advertisers and third party service providers may use Flash cookies to collect and store information. Information about disabling Flash cookies may be found at www.adobe.com. If you disable Flash cookies, you may lose some features or functionality on our site.

Indirect Collection – Social Networking

The website permits you to use a third party social networking platform such as Facebook, LinkedIn, Twitter, and Google+. This includes use of social media plugins such as Facebook "Like," Tweet, Google "+1" buttons, etc. When you use these social networking platforms and plugins, your username and password for the available about you or collected from you on these services may be shared with us. When you use social networking platforms and plugins, you share your information with them and their privacy policy applies disclosure of such information. In addition, they may be able to collect information about you, including your activity or may notify your connections on the social networking platform about your use of the Company's websites. Such services may allow your activity to be monitored across multiple websites for purposes of delivering more targeted advertising. Please note that their own privacy policies apply and we encourage you to read them. We may add new social networking plugins and buttons to our websites from time to time.

Indirect Collection – Third Party Advertising Services

We may employ over time various different advertising or remarketing services that serve you targeted advertisements to make your online experience more focused to your interests. These services may place a remarketing pixel and/or on the website in order to recognize your browser and serve advertisements that relate to prior searches and activities you participate in on the Web-System. We will not run interest-based advertising campaigns that collect personally identifiable information (PII) including, but not limited to, email addresses, telephone numbers and credit card

numbers. We will not use or associate personally identifiable information with remarketing lists, cookies, data feeds or other anonymous identifiers. We will not use or associate targeting information, such as demographics or location, with any personally identifiable information collected from the ad or its landing page(s).

We will not share any personally identifiable information with Google through our remarketing tag or any product data feeds which might be associated with our ads.

We may use third party services we to manage these technologies and to serve advertisements on our Web-System example, we may employ technology that pairs specific advertisements our site and others with searches that you run on our website. In order to provide this type of targeted advertising. We will not run interest-based advertising campaigns that collect personally identifiable information (PII) other than anonymous persistent identifiers. We will not track your ad preferences by email addresses, telephone numbers or credit card numbers. We will not use or associate personally identifiable information with remarketing lists, cookies, data feeds or other anonymous identifiers. We also use Google Analytics and Site Master to analyze your use of our Web-System and the use of others. Analytical data is kept anonymous.

How do we use your information?

Our main goal in collecting information is to improve the site and provide you with the best possible experience on the site. For example, by using the information we collect, we can provide you with an easy to use and readily available forum to learn about our services and receive MLS information. We also share information with Network Members to enable you to find agents and properties in your area. If a Network Member further shares you information outside of the Web-System, that information is governed by the privacy practices of that Network Member. We may use information you submit in real estate forms to help you enter into real estate transactions with your real estate broker, mortgage lender and title company, and other services.

We may also use your personal information to:

- Establish a non-exclusive Consumer-real estate broker relationship in order to enable you to receive certain non-public MLS data (see our Terms of Use under Consumer-real estate broker Relationship)
- Notify you of services available from our network of real estate brokers
- Enable you to search for real estate brokers and properties
- Personalize online content so that is applies to you and your interests
- Make our services and Web-System better
- To notify you of enhancements or changes to the Web-System
- Compile, analyze, and do research on our users demographics and behavior
- Detect, investigate, and prevent activities that may violate our policies or be illegal

We use and share location data only to provide and improve our service.

Who is collecting information?

Please note, RE/MAX is a franchisor. Franchisees of RE/MAX provide many of the services advertised on our Services. When you choose to provide your Personal Information to us, we are collecting this information on behalf of ourselves, our parent company, subsidiaries and other entities under common control with RE/MAX.

However, this Policy does not apply to our franchisees. While we place certain limitations on franchisees' use of your information, these parties may have data use or handling practices that differ from those described in this policy, and this Policy does not govern their use of your Personal Information. Please contact your agent or office directly or follow the links included in the communications you receive from them in order to learn more about their privacy practices.

Similarly, this Policy does not apply to information collected by third parties, such as when you visit a third party website, or interact with online advertisements. Please take a moment to review the privacy policies of third-party sites before you disclose your Personal Information to them, as we disclaim responsibility for their actions with regard to your information.

Except as provided in this Privacy Policy, only RE/MAX Northern Illinois and our service providers, and our network of real estate brokers will have access to your personal account information. When you are on our site and are asked for personal information, you are sharing that information with RE/MAX Northern Illinois, our service provider, and our network independently owned offices and their sales associates. If personal data is to be collected and/or maintained by any company other than RE/MAX Northern Illinois or its service providers or network independently owned offices and their sales associates, we will try to notify you on the website or in an updated version of this Privacy Policy. If you do not want your data to be shared, you can choose not to allow the transfer by not using that particular service.

Other websites to which we link may collect personally identifiable information about you when you visit those sites. The information practices of other websites linked to our websites are not covered by this Privacy Policy.

With whom does RE/MAX Northern Illinois share my information?

We will not disclose any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or under the circumstances described below. These are some of the ways that your information may be disclosed.

Real Estate Transactions

We may share your information with Network Members in order to put you in contact with the right office and real estate broker and for the promotional purposes of the Network Members. We may share information from forms with 3rd parties who have sponsored the forms or parties related to the transaction who are working with you or your real estate broker.

Service Providers

We occasionally hire other companies to provide limited services on our behalf, including packaging, delivering, or mailing, website development and operation, answering customer questions about products or services, sending postal mail or email, analyzing website use, processing payments, providing investor information and processing data. We will only provide those companies the information they need to deliver the service, and they are contractually prohibited from using that information for any other reason.

Data in the Aggregate

We may disclose "blinded" aggregated data and user statistics to prospective partners and other third parties. Blinded data is data that does not identify an individual person.

Other

We also may disclose your information in special cases. For example, when we believe that we must disclose information to identify, contact or bring legal action against someone who may be violating our Terms of Use, or may be causing injury to or interference with our rights or property, other website users or customers, or anyone else who may be harmed by such activities. We may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service and improve our products and services.

As we continue to develop our business, we may buy or sell businesses or assets. In such transactions, confidential customer information generally is one of the transferred business assets. In the event of a transaction involving the sale of some or all of RE/MAX Northern Illinois' businesses, customer and site visitor information may be one of the transferred assets and may be disclosed in connection with negotiations relating to a proposed transaction. In such case, the transferred information may become subject to a different privacy policy.

How can I control my personal information?

If you have a concern about your personal information, please contact us at the email address provided in this Privacy Policy. We will use good faith efforts to attempt to assist you.

What security precautions are in place to protect against the loss, misuse, or alteration of my information?

Your Company Account Information and Company Profile is password-protected so you have access to this personal information. Remember to sign out of your Company account and close your browser window when you have finished your work. This is to ensure that others cannot access your account by using your computer when you are away from it. Because information sent through the Internet travels from computer to computer throughout the world, when you give us information, that information may be sent electronically to servers outside of the country where you originally entered the information. Unfortunately, no data transmission over the Internet can

be guaranteed to be 100% secure. Except as specifically stated, this site does not use security encryption measures. Information that you disclose by use of this site (as with any site that is non-secure), by posting a message or using email, potentially could be collected and used by others. This may result in unsolicited messages from third parties or use of such information by third parties for their own purposes, legal or illegal. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or from our services, and you do so at your own risk. Once we receive your transmission, we use commercially reasonable efforts to ensure its security on our systems. The My Property Finder and/or My REMAX sections of the Web-System are not secure. Files uploaded may be accessed in a general library that is available on the Internet without password security.

Choice/Opt-out

To ensure that you will not receive recurring marketing or other information from us unless you choose to, we will provide you with simple instructions on each marketing email from RE/MAX Northern Illinois for you to let us know that you have chosen to stop receiving such emails from us.

What else should I know about my privacy?

Please keep in mind that whenever you voluntarily disclose information online, that information is accessible to other customers and users. Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information. Please be careful and responsible whenever you are online.

When you or we end your customer relationship with us, we will treat the information we have about you as if you were still our customer.

Who do users contact with questions or concerns about our Privacy Policy?

If you need further assistance, please send an email with your questions or comments to webmaster@remax.com or write us at:

RE/MAX, LLC
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5075 S. Syracuse St.
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