



Contra Costa Association of REALTORS®

## **WEBSITE PRIVACY POLICY**

### **EFFECTIVE 09/01/11**

The Contra Costa Association of REALTORS® (CCAR) has created this Privacy Policy to demonstrate our firm commitment to privacy and so that you, as a visitor CCAR Online ("Website or *ccartoday.com*"), will be aware of the uses made of information that may be generated as a result of you using our Website.

#### **WHAT INFORMATION IS GENERATED WHEN YOU VISIT CCAR ONLINE?**

Depending on how you use our Website, certain types of personal and non-personal information may be generated and collected. For example, you may give us your name or email address when you complete a registration screen, respond to a questionnaire or survey or submit an email to us. Any personal information that you provide us will be used by us primarily to fulfill the stated objective for which the information was requested or collected (e.g., if information is provided as a result of you emailing us, we will use the information provided, such as an email address, to respond to you).

Other types of information that may be generated and collected when you use our Website include information that we consider non-personal in nature. For example, we may collect the name of the domain from which you access the Internet (e.g., *aol.com*, if you are connecting from an America Online account); the date and time you access our site and the internet address of the Website from which you linked directly to our site. We use this information to measure the number of visitors to the different sections of our Website and to help us make our Website more useful to visitors.

#### **USE OF COOKIES**

What is a cookie? A cookie is a data file that is created and stored on your computer's hard drive when you visit any website. The typical purpose of a cookie is to make your use of websites easier and more convenient and to assist the website in tracking the use of the site. For example, a cookie may save the registration information, passwords, purchases, or preferences that you create when using a website so you don't have to reenter this information. Cookie technology is used by most websites and is considered an industry standard for the Internet.

Our Website uses cookie technology to verify user information. (Please see the section titled "Advertisements" for more information concerning advertisers.) Also, most Internet browsers are initially set to accept cookies. If you prefer, you may set your browser so that it refuses cookies or alerts you when cookies are being created on your hard drive. You should be aware though that by not accepting cookies, you may impair your ability to use certain shopping or password protected areas of websites.

#### **CCAR MEMBER DIRECTORY**

As one of the many benefits of Membership with CCAR, we make available on our Website a searchable database of our members called "Find a Member" or "Find a REALTOR®", along with various rosters of offices and CCAR Members. The purpose of this Directory is to assist CCAR Members and the public



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to locate and contact CCAR Members. The CCAR Member information made available through these directories is intended to contain only the business information of our Members. Please see the CCAR Privacy Policy located in the about section of the Website for additional information about CCAR's policy with respect to these directories. Under no circumstances will we intentionally display or make available on our Website the personal home addresses or phone numbers of our Members.

If you are a member of CCAR and would like to be removed from the searchable data base on our Website, please see the section called "Choice/Opt Out" If you have corrections or updates to the searchable data base, please use the "contact" section of the website and send CCAR an email using the category of "Membership" on the drop down menu, or you may write us at 1870 Olympic Boulevard, Suite 200, Walnut Creek, CA, 94596, Attn: Director of Member Services.

### **SURVEYS**

We may from time to time create and use surveys on our Website. We may from time to time ask you for your name, email address or demographic information. If a survey does ask you this information, we will use the information to complete the survey, compile statistics and update Member records.

### **ADVERTISEMENTS**

Like many other sites on the Internet, we sell advertising space on our Website to other companies. The advertising space we sell is usually in the form of an electronic "advertisement banner." An advertisement banner is essentially a graphic link to the actual Internet site of the advertiser.

While we hope you find our advertiser's products helpful, we cannot assume any responsibility for the privacy practices of our advertisers. Therefore, like any other Internet site you may visit, we encourage you to become knowledgeable of the privacy policies and practices of our advertisers prior to providing information on their sites.

### **PUBLIC CHAT ROOMS OR FORUMS**

From time to time a discussion, bulletin board, blog, chat area, news group, community or other feature designed so that Users may upload data and images or communicate with others ("Forum") may be made available to users on our Website. CCAR, in its sole discretion, reserves the right to review, control or edit and text, data, images, files, or other materials that may be uploaded, posted or submitted in any Forum ("Submissions") as well as the right to refuse to post any such Submission. Please remember that any information you disclose on these types of features will be accessible to the public and you should exercise caution prior to disclosing any personal information on these features.

### **REQUIRED BY LAW**

We may disclose information provided by you if we are legally required to do so, such as by court order or subpoena.



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## **SECURITY**

We have adopted what we consider to be reasonable security measures to protect against the loss, theft, misuse and alternation of information collected through our Website. However, if you are concerned about the security of the Internet or our Website, we suggest that you not provide this information.

## **OTHER PRODUCTS AND SERVICES**

Although we generally collect and use information to fulfill the stated objective for which the information was requested or collected, we may also provide the information to our subsidiary so that we may send you information regarding other products or services that may be valuable or interesting to you.

## **CHILDREN'S GUIDELINES**

Our Website does not currently attempt to collect or solicit information from persons who are under the age of eighteen. However, given the anonymous nature of the Internet, it is possible that someone under the age of eighteen may access our Website and provide us with personal information. If this situation occurs and it is brought to our attention, we will not use the information in any way without prior parental consent and we will take all reasonable steps to prevent it from occurring again.

## **CREDIT CARD INFORMATION**

Credit information that you and credit authorizer provide when you make payments by credit card for products, dues, fees, events, classes or other services through CCAR will only be used to process the transactions you request. This information will never be sold, shared or provided to other third parties, and will otherwise be kept confidential.

## **CHOICE/OPT-OUT**

CCAR's Privacy Policy information, which is available under the "about" tab on the Website, provides you the opportunity to opt-out of receiving certain communications from us, and you may choose to opt-out of having your name and contact information included in our searchable database of Members. To exercise your opt-out privilege, please email us using the "contact" tab in Website and choose the "Membership" drop down as the category of your email, or you may email us at: [mbr-assist@ccartoday.com](mailto:mbr-assist@ccartoday.com) or write us at: 1870 Olympic Boulevard, Suite 200, Walnut Creek, CA 94596, Attn: Director of Member services. To insure your request is processed timely and accurately, please provide the following information with your request: first name, last name, office name, office telephone number, DRE license number and NRDS number. CCAR will process your request as quickly as possible; however, your name may continue to be reproduced in the Member Directory until the request is ultimately processed. CCAR apologizes in advance for any inconvenience this may cause.

## **CONTACTING OUR WEBSITE**

If you have any questions about this Privacy Policy, the practices of our Website, your dealings with our Website, or any other observations or comments about our Website please feel free to click on the "Feedback" square shown in our website, or use the "contact" button in the bar at the top of the Website and select the "Website Feedback" choice in the drop down box under category. Or write us at 1870 Olympic Boulevard, Suite 200, Walnut Creek, CA 94567: Attention: Director of Member Services.