

Privacy Policy

We recognize the importance of protecting the personal information you provide at websites owned and/or controlled by the Ann Arbor Area Board of REALTORS® (AAABoR).

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 e-mail 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 and state and national REALTOR® associations and affiliated Institutes, Societies and Councils in membership tracking and for their use for purposes similar to those listed above.

3. AAABoR does not share, sell or trade e-mail addresses, but may provide you with on-line informational or marketing messages that have been approved by AAABoR 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:

- Partners in our members benefit program for the limited purpose of notifying you of AAABoR-approved promotions.
- Exhibitors at AAABoR trade shows/meetings for the limited purpose of contacting you one time immediately before and after trade shows, through marketing vehicles approved by AAABoR.

- 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 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 provided to and maintained by reputable credit reporting databases, but will never be sold, shared or provided to other third parties.

6. We maintain security procedures and standards that 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 adjust your Communication Preferences by contacting AAABoR or clicking on the link at the bottom of most communications we send to you.

8. You may edit your personal contact information by contacting AAABoR.

9. Our sites may contain advertising placed by advertising networks pursuant to agreements between the AAABoR and the advertising network. We do not control these advertising networks, the sites of third parties reached through links on our site or their information collection practices and the AAABoR will not be responsible for the activities of these third parties. The advertising network 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 advertising network for purposes of measuring and reporting on the advertising to advertisers and the AAABoR. The advertising network may also aggregate the information for certain other statistical and reporting purposes.