

Privacy and Security Policy for Fayette County Board of REALTORS®

We recognize the importance of protecting the personal information you provide to the Fayette County Board of REALTORS®. We maintain the following policy:

1. We gather the following types of information needed to process your transactions, fulfill your requests and maintain membership records:
 - a. Contact information you provide (for example, your personal and business addresses, phone and fax numbers, email addresses, firm affiliations and titles).
 - b. Tracking information which our website automatically recognizes each time you visit the site or communicate with us by email (for example, your domain name, email address and what page you visit); and
 - c. 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:
 - a. Improve and customize the content and layout of our website and other communication tools, such as Friday Facts, podcasts, Calls to Action and legislative alerts.
 - b. Notify you of updates to our site.
 - c. Notify you of relevant products, programs and services.
 - d. Notify you of upcoming meetings and events.
 - e. Compile specialty directories, of which you will be made aware.
 - f. Track usage of our site.
3. The Board does not share, sell or trade email addresses to outside vendors or non-members but may provide you with on-line informational or marketing messages that have been approved by NAR, GAR or the Board for the purposes described below in Paragraph 4 of this policy.
4. We will not share, sell or otherwise provide other information about you to third parties except for:
 - a. Partners of the Board for the purpose of notifying you of Board-approved promotions.
 - b. When required by law or valid legal process, or to protect the safety of our members or the public.
 - c. Some or all of the data collected during promotions or contests on our site may be sponsored by third parties and may be shared with those sponsors for the limited purpose of a one-time marketing follow-up by the sponsor. If information

about you will be shared with the sponsor, you will be notified prior to your participation in the promotion or contest so you can decide whether or not to participate.

- d. Offsite backups that are encrypted for transmission and while in storage.
 - e. We do provide members of the Board the option to obtain member rosters containing *only* business information that is already available publicly (office address, office phone, office email, etc.). We also provide mailing labels of that information at cost to members who request them. Both rosters and labels must be requested by a member. A member's private information is not provided as part of a roster request. Information provided may not be distributed to third parties.
5. Credit information that you and credit authorizers provide when you make payments by credit card or electronic check for products, services or dues will only be used to process the transactions you request. We do not store this information. This information will be provided to and maintained by reputable credit reporting databases, but will never be sold, traded, shared or otherwise provided to third parties.
 6. We maintain security procedures and standards we believe are safe as current technology permits. We modify them regularly as new technology and procedures become feasible.
 7. We utilize a strict Opt-Out policy for sending on-line notifications regarding services, product and programs. You may adjust your communications preferences by logging onto www.FayetteRealtors.com and clicking on Update Profile on the upper right to change your information. You can also call the Board and request the Membership Coordinator change it for you.
 8. Data is retained and destroyed in accordance with the Board's Record Retention Policy.