



WEB POWER FOR REAL ESTATE PROFESSIONALS

Privacy Statement for RealCentral.com

REALCENTRAL® ("RealCentral") is committed to honoring the privacy of the users of RealCentral.com (the "Service"). This privacy policy, which is a part of the overall Terms and Conditions of Use for the Service, covers personally identifiable information shared or communicated through the Service.

When you use the Service, RealCentral.com may ask you for your name, contact information, credentials, and other demographic information. We may also ask you for transaction-specific information. This information allows us to provide personalized services and communicate separately with you. We also use aggregated information about the use of the Service to evaluate our users' preferences, improve our programming, and facilitate third-party reporting of Internet real estate transaction usage.

Although we need certain information to register you as a unique user and let you access personalized services, other requested information is optional and may be given at your discretion as indicated.

From time to time, we send out e-mail notices to users to identify and highlight certain features of the Service. You can elect not to receive such communications from us or from other parties, either when you register or by noting your preference in response to communications from us.

We encourage all Service users to update and edit their personal information and keep it current. You can easily correct or update your personal information at any time via the 'Update Member Profile' link.

We attempt to store all user information in secure databases protected via a variety of access controls but there is no guaranty that such information will not be accessed by unauthorized persons. We access this data only for the purposes specified in this Privacy Policy and the Terms and Conditions of Use. While we use industry-standard methods of encryption data protocol (SSL or Secure Sockets Layer) to secure the Service servers, we and our server hosts assume no responsibility for the effectiveness of any encrypted data and do not guaranty that an encryption algorithm will be indecipherable.

We do not share personally identifiable data with other companies (apart from our affiliates and those acting as our agents or representatives in providing the Service to you, who in turn have agreed to use the information only for that purpose).

Please note that the Service contains links to third-party web sites that are not under our control and which may collect personally identifiable information, subject to their own privacy policies. You may separately agree to provide your information to other companies who provide content for various parts of the Service, in connection with ordering or using their services and products. If you agree to provide information to these companies, that information will be subject to their privacy policies.

Children may not register or use any part of the Service.