



# Privacy Policy

**Effective April 13, 2018**

## **Your Privacy Matters to Us**

Signature Homes Real Estate Group is committed to protecting your privacy. This Privacy Policy ("Privacy Policy") explains how we collect, use, share and protect your personal information.

This Privacy Policy governs the collection and use of your personally identifiable information by Signature Homes Real Estate Group on the [www.signaturehomesrealestategroup.com](http://www.signaturehomesrealestategroup.com) website and any other website hosted by Signature Homes Real Estate Group, its Network Affiliates, its licensed agents, affiliated service providers, and any application, product, real estate transaction or service made available by Signature Homes Real Estate Group on behalf of itself or its customers, including its real estate clients (collectively, the "Services"). If you do not agree with any provision of this Privacy Policy, you should immediately discontinue use of the Services.

For purposes of this Privacy Policy, "personally identifiable information" is information which you provide to Signature Homes Real Estate Group which personally identifies you, such as your name, email address, mailing address, phone numbers, and property address or billing information, or other data which can be reasonably linked to such information. When you submit personally identifiable information and other information through the Services, you consent to the collection, use and disclosure of such information as set forth in this Privacy Policy.

When you use the Services you may also be subject to the privacy policies of our customers or third party service providers with respect to their use and collection of your personally identifiable information.

## **Information We Collect**

We collect (i) information provided by you when you register for one or more of our Services such as your name, email address, mailing address, phone numbers, or billing information; (ii) information we obtain from your use of our Services such as server log information (e.g., your queries, phone number and internet protocol address), device-specific information (e.g., your hardware model, operating system version, unique device identifiers and mobile network

information including phone number), and physical location information collected from GPS location data and mobile wireless access points; (iii) information we collect during your website sessions such as saved listings , chat logs, and/or service inquiries; (iv) information provided by you when you participate in any promotions or contests offered by us or one of our affiliates; (v) information provided by you when offering feedback or completing profile forms; and (vi) any information provided to us by our real estate clients.

## **Cookies**

“Cookies” are small pieces of information sent by a web server to a web browser which enable the server to collect information from the browser. Signature Homes Real Estate Group uses cookies for a number of purposes such as to enable us to simplify the login process for registered users, help ensure the security and authenticity of registered users, target advertising, provide mechanisms for storing favorites and enable traffic monitoring.

We use both session cookies and/or persistent cookies. We use session cookies to make it easier for you to navigate our site. A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser’s “help” file. Persistent cookies also enable us to track and target the interests of our users. Most browsers allow you to turn off the cookie function. If you want to know how to do this, please look at the help menu on your browser. As noted above, this will restrict Signature Homes Real Estate Group services you can use.

We also use tracking pixels and third party cookies on our sites from Google Analytics and other third party vendors. This enables us to gauge the effectiveness of our services, marketing programs and ad targeting.

## **How We Use Information We Collect**

We will use your information to provide, maintain and improve our Services, to develop new Services and to protect Signature Homes Real Estate Group, its Network Affiliates, its licensed agents, affiliated service providers, and our clients and their users. We also use your information to personalize our Services for you such as delivering more relevant search results and targeted ads. We will also use your contact details to communicate with you on occasion, and we may use your information to send you offers and news from your preferred agent, our brokerage firm, or our affiliated service providers.

We may combine information from one Service with information, including personally identifiable information, from other Signature Homes Real Estate Group Services. For example, when you view one of our clients’ mobile websites, Signature Homes Real Estate Group obtains your consent to use information for pinpointing technology such as GPS and cell tower information. Signature Homes Real Estate Group may use and store this information, in combination with other location-based information such as your IP address, billing postal code

provided by your carrier or registration location, to provide enhanced location based services, serve location-targeted advertising, search results or other content.

### **Information We Share**

As a real estate services company, we may pass your personally identifiable information to our Network Affiliates, our licensed agents, and/ or affiliated service providers on whose behalf we jointly provide real estate services. In addition, we may share your personally identifiable information with third party technology vendors that administratively support our Services (e.g., email services, transaction management services, document or forms hosting services, document storage services, web hosting companies, customer relationship management services, Multiple Listing Services, or other customer support tool providers).

We may provide some of this information to our fulfillment partners for purposes of providing you with information you request, with one of our licensed agents and/ or customer service representatives in order to follow up with you in connection with materials you request, and / or as a part of our mailings and solicitations to prospective customers. The information you provide will also be utilized for market research purposes, for project planning or for development of prospect lists for Signature Homes Real Estate Group marketing systems, newsletters and consumer offers. This may involve reproduction, publication, broadcast and posting of such materials and information to our Network Affiliates, our licensed agents, systems support vendors and/ or affiliated service providers.

Signature Homes Real Estate Group displays targeted advertisements based on non-personally identifiable individual activity. Signature Homes Real Estate Group does not provide any personally identifiable information to the advertiser when you interact with or view a targeted ad.

We will never pass your personally identifiable information to anyone else, except to any successor to our business.

### **Legal Disclaimer**

We reserve the right to disclose your personally identifiable information as required by law and when we believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud or security incidents, situations involving potential threats to the physical safety of any person, violations of these Terms of Use, or as otherwise required by law.

### **Other Websites**

Our website may contain links to other websites which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided within the

Services, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

### **Notice Regarding Children's Privacy (Users Under the Age of 13)**

In response to concerns about protecting children's privacy online, Congress enacted the Children's Online Privacy Protection Act of 1998 ("COPPA"), which sets forth rules and procedures governing the ways in which websites may collect, use and disclose any personally identifiable information for children under the age of 13. In accordance with COPPA regulations, we do not (1) request or knowingly collect personally identifiable information from users under 13 years of age; or (2) knowingly use or share personally identifiable information from users under 13 years of age with third parties.

It is possible that by fraud or deception we may receive information given to us or pertaining to children under 13. If we are notified of this, as soon as we verify the information, we will immediately delete the information from our servers.

Questions regarding children's privacy should be directed to us at the contact information provided below.

### **Security**

We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personally identifiable information, we cannot guarantee its absolute security.

### **Modification**

We may update our Privacy Policy from time to time. When we make these updates, we will change the "last updated" date listed at the top of this Policy. If we make material changes to this policy, we will provide a prominent notice here.

### **How to Opt Out of Receiving Email from Us**

If you no longer wish to receive emails from us, simply send an unsubscribe request to [admin@signaturehomesrealestategroup.com](mailto:admin@signaturehomesrealestategroup.com).

### **Contacting Us**

For any questions or concerns you may have regarding this Privacy Policy, please contact us at [admin@signaturehomesrealestategroup.com](mailto:admin@signaturehomesrealestategroup.com), or Owner at Signature Homes Real Estate Group, 383 US Route 1, Suite 2D, Scarborough, ME 04074.