



CCAR Electronic Privacy Policy

Most Recent Update: May 30, 2024

We recognize the importance of protecting the personal information you provide to or through the websites owned or controlled by the COASTAL CAROLINAS ASSOCIATION OF REALTORS® (CCAR), namely: www.ccar.org (**Website**). We maintain this Privacy Policy (**Policy**) to explain the information we collect, how we collect it, how we use it, and with whom we may share it.

Please read this Policy carefully because it represents a binding agreement between you and CCAR. If you do not agree with the terms of this Policy, your choice is not to use our Website or otherwise interact with our services. When you use the Website or provide information to us, you agree to this Policy.

1. **INFORMATION WE COLLECT.** In order to process your transactions, fulfill your requests and maintain our membership records, we collect information from our members and anyone else who uses our services, including all visitors to our Website, whether or not they are members of CCAR. The information we collect includes:
 - 1.1 Information that may personally identify you, such as your name, address, email address, personal and business phone numbers, or other similar identifiers by which you may be contacted online or offline.
 - 1.2 For CCAR members, information related to your CCAR membership, such as your license number, your office address and contact information, your broker (if applicable), and your National REALTOR Database System number (NRDS).
 - 1.3 For members of CCAR, information regarding your engagement with our organization and the Website, your transactions, and your real estate clients.
 - 1.4 Information that is about or related to you but does not individually identify you and about your internet connection, the equipment you use to access our Website and usage details.

2. HOW WE COLLECT INFORMATION. We collect this information in different ways, including

- 2.1 Directly from you when you provide it to us, through use of the Website, by using our Services, by responding to contests or surveys on the Website, by communicating with us through the Website, including reporting a problem with the Websites, and by searching the Website.
- 2.2 From other CCAR members when they interact with us, such as others on your team, your broker, or others with whom you facilitate transactions.
- 2.3 From other associations of REALTORS®, multiple listing services, the National Association of REALTORS® (NAR) or other similar organizations.
- 2.4 Automatically as you navigate through the Website, including information about your device, internet connections, equipment, browsing patterns, IP address, operating system, browser type and tracking details of your visits to the Website, location data, logs, and other communication data and the resources that you access and use on the Website.
- 2.6 From third parties when you interact with our services through the third party platforms.

3. INFORMATION YOU POST

- 3.1 You also may provide information to be published or displayed (**posted**) on public areas of the Website, or transmitted to other users of the Website or third parties (**User Contributions**). Your User Contributions are posted on the Website and transmitted to others at your own risk. While we may provide certain options for your security and privacy if you make User Contributions, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website who may access or with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons. Your User Contributions are not private.

4. HOW WE USE INFORMATION. CCAR uses the information we collect to:

- 4.1 To present the Website and their content, including improving and customizing their content, layout and functionality.
- 4.2 To provide you with information, products, or services that you request from us.
- 4.3 To fulfill any other purpose for which you provide it.

- 4.4 To provide single sign-on services to our partner services.
- 4.5 To provide members with information regarding their membership such as dues notices, membership renewal requirements, etc.
- 4.6 To provide you with notifications about relevant products or services.
- 4.7 To send out messages regarding membership activities.
- 4.8 To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- 4.9 To notify you about changes or updates to our Website or any products or services we offer or provide through them.
- 4.10 Notify you of upcoming events and programs.
- 4.11 Compile specialty directories and make you aware of those directories.
- 4.12 To provide you with online information or marketing messages that have been approved by CCAR or to which you have subscribed.
- 4.13 To track usage of our Website.
- 4.14 To allow you to participate in interactive features on our Website.
- 4.15 In any other way we may describe when you provide the information.
- 4.16 To contact you about goods and/or services that might be of interest to you, unless you opt out of such communications by selecting the appropriate settings in your account.
- 4.17 To display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.
- 4.18 For any other legally permissible purpose, with your consent when required.

We may anonymize the information we collect, either by aggregation, deidentification, or any other method by which the information is no longer capable of reasonably being linked to you. Information that is anonymized is not personal information and we may use the anonymized information for any purpose.

5. TRACKING TECHNOLOGIES. We reserve the right to use both cookies and web beacons to track activity on the Website.

5.1 "Cookies" are small files placed on your hard drive to track information. You may refuse to accept browsers cookies by activating appropriate settings on your browser; however, if you disable cookies you may be unable to access certain areas of our Website and certain functions on our Website may not operate as expected. Unless you have adjusted your browser setting to refuse cookies, our system will issue cookies when you direct your browser to our site.

5.2 Web beacons are small electronic files sometimes referred to as clear gifs, pixel tags, and single-pixel gifs) that store information. We use web beacons to permit us to count users who have visited the pages of the Website, determine how many users opened an email, calculate the popularity of specific portions of the Website, or determine similar statistics.

6. HOW WE SHARE INFORMATION.

6.1 Member Directory. As one of the many member benefits, CCAR makes a searchable database of our members available on the Website. The directory can be used by the public to locate and contact our members by such characteristics as name, company, or city location. The member information made available through the directory is intended to contain only the business information of our members. Under no circumstances will we intentionally display or make available on our Website the personal home addresses or phone numbers of our members.

6.2 Trade Shows. CCAR will share email addresses with Exhibitors at REALTOR® trade shows for the limited purpose of contacting you one time immediately before and after trade shows, through marketing vehicles approved by CCAR.

6.3 Vendor Relationships. CCAR may share your email address with other vendors for the limited purpose of contacting targeted groups of members, through marketing vehicles approved by CCAR. All such marketing vehicles will include the right to unsubscribe and opt-out of any further contact.

6.4 Legal Requirements. We may share personal information when required by law or valid legal process, or to protect the personal safety of our members or the public.

6.5 Contests/Promotions. Some or all of the information collected during promotions or contests on our Website 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.

CCAR reserves the right to share (but not sell) personal information with its affiliate entity, Coastal Carolinas Multiple Listing Service, Inc. (**CCMLS**) and as required to vendor entities for the purpose of providing multiple listing service related services, although CCAR does not share, sell, or trade personal information with other third parties.

7. Third-Party Use of Cookies and Other Tracking Technologies

7.1 Some of our Website contain advertising placed by advertising networks or third parties pursuant to agreements between CCAR and the advertising network or third parties. CCAR does not control these advertising networks, the sites of third parties reached through links on our Website, or their information collection practices, and CCAR will not be responsible for the activities of these third parties. Our Website use cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our Website. This information is collected by the advertising network for purposes of measuring and reporting on the success of the advertising campaign to advertisers and CCAR. The advertising network may also aggregate the information for certain other statistical and reporting purposes.

7.2 We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

8. CREDIT INFORMATION. Credit information that you and credit authorizers provide to CCAR when you make payments by credit card or electronic check for products, dues or other services via the via the REALTOR® Electronic Commerce Network which is used by the Website to process payments, will only be used to process the transactions you request. This information will be provided to and may be maintained by the third parties with whom we contract to process these transactions or by reputable credit reporting databases, but we will not sell, share or provide such information to third parties except those with whom we contract for purposes of processing the transactions.

9. SECURITY MEASURES. CCAR follows generally accepted standards to protect the information it collects and makes available via its Website. However, you should be aware that no security measures are completely effective and CCAR cannot and does not guarantee the security of your information.

10. RIGHT TO OPT-OUT. CCAR utilizes an opt-out policy for sending online notifications regarding services, products and programs. You may adjust your "Communication

Preferences" by reviewing your account information on the Website or by emailing us directly at: info@ccarsc.org

- 11. EDITING YOUR INFORMATION.** You may edit your personal contact information as retained by CCAR directly in your account on the Website. or by contacting CCAR directly at: info@ccarsc.org
- 12. DO-NOT-TRACK DISCLOSURE.** Some browsers have a "Do Not Track" feature that allows you to communicate to Website that you do not want to have your online activities tracked. Because such signals are not standardized our system does not respond to Do Not Track requests or signals.
- 13. CHANGES TO THIS PRIVACY POLICY.** We reserve the right to change this Privacy Policy at any time. As you use our Website, we encourage you to periodically check this Privacy Policy for changes that we may make. Your continued use of our Website after a change is made constitutes your agreement to any such changes we make. If you do not agree with a change, please refrain from using our Website.
- 14. QUESTIONS.** If you have any questions regarding this Policy or our privacy practices, please contact: info@ccarsc.org