

## Privacy Policy for the South Tahoe Association of REALTORS® Website

The SOUTH TAHOE ASSOCIATION OF REALTORS® (“S.T.A.R.”) has created this Privacy Policy to demonstrate our firm commitment to privacy and so that you, as a visitor to S.T.A.R. Online (“Web site”), will be aware of the uses made of information that may be generated as a result of you using our Web site.

### **What information is generated when you visit S.T.A.R. Online?**

Depending on how you use our Web site, certain types of personal and nonpersonal information may be generated and collected. For example, you may give us your name or e-mail address when you complete a registration screen, respond to a questionnaire or submit an e-mail to us. Any personal information that you provide to us will be used by us primarily to fulfill the stated objective for which the information was requested or collected (e.g. if information is provided as a result of you e-mailing us, we will use the information provided, such as e-mail address, to respond to you).

Other types of information that may be generated and collected when you use our Web site is information that we consider nonpersonal in nature. For example, we may collect the name of the domain from which you access the Internet (for example, aol.com, if you are connecting from an America Online account); the date and time you access our site or and the Internet address of the Web site from which you linked directly to our site. We use this information to measure the number of visitors to the different sections of our Web site and to help us make our Web site more useful to visitors.

### **Use of Cookies**

What is a cookie? A cookie is a data file that is created and stored on your computer’s hard drive when you visit a Web site. The typical purposes of a cookie is to make your use of the Web site easier and more convenient and to assist the Web site in tracking your use of the site. For example, a cookie may save the registration information, passwords, purchases or preferences that you create when using a Web site so you don’t have to reenter this information. Cookies may also tell the Web site which areas of the site are popular and which aren’t. Cookie technology is used by most major Web sites and is considered an industry standard for the Internet.

Our Web site uses cookie technology to verify user information. (Please see the section titled “Advertisements” for more information concerning advertisers.). Also, most Internet browsers are initially set to accept cookies. If you prefer, you may set your browser so that it refuses cookies or alerts you when cookies are being created on your hard drive. You should be aware though that by not accepting cookies, you may impair your ability to use certain shopping or password protected areas of web sites.

### **REALTOR® Directory**

S.T.A.R. is a private trade association consisting of real estate professionals. As one of the many benefits of membership with S.T.A.R., we make available on our Web site a searchable database of our members called the “REALTOR® Directory.” 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 REALTOR® Directory is intended to contain only the business information of our members. Under no circumstances will we intentionally display or make available on our Web site the personal home addresses or phone numbers of our members.

If you are a member of S.T.A.R. and would like to be removed from the REALTOR® Directory, please see the section called “Choice/Opt Out.” If you have corrections or updates to the Directory, please see the section called “Corrections/Updates.”

## **Directors and Committee Members**

For use by the members of S.T.A.R., we make available on the Web site the names of members who are serving as directors or committee members of S.T.A.R.

## **Links to Other Sites**

In many areas of our Web site, we have included links to other Internet sites which we feel add to or improve the quality of our Web site. While we hope you find these links helpful, we cannot assume responsibility for the privacy practices or the content of any linked site. Therefore, we encourage you to investigate and determine the privacy policy and practices of any linked site prior to providing information to the linked site.

## **Advertisements**

Like many other sites on the Internet, we may sell advertising space on our Web site to other companies. The advertising space we sell is usually in the form of an electronic "advertisement banner." An advertisement banner is essentially a graphic link to the actual Internet site of the advertiser.

While we hope you find our advertiser's products helpful, we cannot assume any responsibility for the privacy practices of our advertisers. Therefore, like any other Internet site you may visit, we encourage you to become knowledgeable of the privacy policies and practices of our advertisers prior to providing information on their sites.

## **Required by Law**

We may disclose information provided by you if we are legally required to do so, such as by court order or subpoena.

## **Security**

We have adopted what we consider to be reasonable security measures to protect against the loss, theft, misuse and alteration of information collected through our Web site. However, if you are concerned about the security of the Internet or our Web site, we suggest that you not provide this information.

## **Children's Guidelines**

Our Web site does not currently attempt to collect or solicit information from persons who are under the age of eighteen. However, given the anonymous nature of the Internet, it is possible that someone under the age of eighteen may access our Web site and provide us with personal information. If this situation occurs and it is brought to our attention, we will not use the information in any way without prior parental consent and we will take all reasonable steps to prevent it from occurring again.

## **Choice/Opt-Out**

Our Web site provides you the opportunity to opt-out of receiving communications from us. Also, if you are a member of S.T.A.R., you can choose to opt out of having your name included in the REALTOR® Directory. To exercise your opt-out privilege, please feel free to e-mail us at [website@staor.org](mailto:website@staor.org) or write us at 2307 James Avenue, South Lake Tahoe, CA 96150, Attn: S.T.A.R. Website. Please be advised that if you are a member and choose to opt-out of receiving communications from the Website, this may affect your ability to receive other e-mail communications that are sent to members of S.T.A.R.

## **Corrections/Updates**

If you are a member and there is information about you on our Web site which needs to be corrected or updated, please feel free to email us at [website@staor.org](mailto:website@staor.org) or write us at 2307 James Avenue, South Lake Tahoe, CA 96150, Attn: S.T.A.R. Website.

**Contacting our Web site**

If you have any questions about this Privacy Policy, the practices of our Website, or your dealings with our Website, please feel free to email us at [website@staor.org](mailto:website@staor.org) or write us at 2307 James Avenue, South Lake Tahoe, CA 96150, Attn: S.T.A.R. Website.

**Changes to Privacy Policy Statement**

With the ever-changing environment of the Internet and to maintain our ability to improve the quality and safety of our Website, we reserve the right to change this Privacy Policy at any time. In the event we make any material changes to our Privacy Policy, we will notify you by updating the Policy's Effective Date and indicating the previous effective date. As you use our Website, we encourage you to periodically check back with this Privacy Policy for changes that we may make. Your continued use of our Web site will constitute your agreement to any changes we make and if you do not agree with a change, please refrain from using our Web site. Thank you!