

# **Richmond Association of REALTORS® and Central Virginia Regional Multiple Listing Service Privacy Policy**

As your professional organization, the Richmond Association of REALTORS® (RAR) and its subsidiary, the Central Virginia Regional Multiple Listing Service (CVR MLS) collect and maintain information about you and other members. You provide this information to us upon joining RAR/CVR MLS and it is updated in our records as we are notified by you of changes in your contact and/or licensing information. RAR/CVR MLS makes every effort to ensure the accuracy and confidentiality of this information. Certain portions of this information (i.e., your name, designations, office address, and contact information) may be made available on our web site to the public at large, as well as other members, sponsors and selected marketing partners. In essence, this is the same as handing out your business card for you.

Personal information that can identify you, such as name and address, is collected on-line only when voluntarily offered and solely for purposes that are clearly identified. Information you provide via applications or surveys will also be collected. Personal information is used to contact you when necessary, and you may opt-out of receiving future mailings. If you supply your telephone number on-line, you may receive telephone calls with information regarding orders you have placed on-line, new products and services or upcoming events.

Non-personal information is collected to track the total number of guests visiting the RAR/CVR MLS site, as well as open rates and click-through links in broadcast emails. The non-personal information includes the browser type and operating system being used by visitors; areas of the sites visited; date and time of access; host or service-provider information, and identification of the referring site. This information is used exclusively for internal purposes and is not disclosed to any third parties. Within RAR/CVR MLS, we communicate regarding the need to protect personal and non-personal information to all of our employees and agents, especially to those individuals who have access to it.

We use the information collected to improve and customize the content and layout of our web site and other communications tools, send you e-mail news updates, notify you of relevant products and services, track usage of our site and assist affiliated institutes, societies and councils in membership tracking and for their use for purposes similar to those above.

RAR/CVR MLS does not share, sell or trade e-mail addresses, but may provide you with on-line informational or marketing messages that have been approved by RAR/CVRMLS for the purposes described below.

We will not sell, share or otherwise provide other information about you to third parties, except for:

- Partners in member benefit programs for the limited purpose of notifying you of RAR/CVR MLS-approved promotions.

- Other vendors for the limited purpose of contacting targeted groups of members, through marketing vehicles approved by RAR/CVR MLS.
- When required by law or valid legal process, or to protect the personal safety of our members, our staff or the public.

We insist that third parties receiving such information shall only use the information in connection with the services that we ask them to perform.

Credit information that you and credit authorizers provide when you make payments by credit card will only be used to process the transactions you request. This information will be provided to and maintained by reputable credit reporting databases, but will never be sold, shared or provided to other third parties.

We maintain security procedures and standards, which comply with relevant federal and state laws, and which we believe are as safe as today's technology permits. We test these procedures and modify them regularly as new technologies become feasible.

**We utilize a strict opt-out policy for sending on-line notifications regarding services, products and programs. You may opt-out of our e-mail database by clicking on the unsubscribe button in any of the email communications. If you decide to opt-out of the mailing list you will no longer receive RAR/CVR MLS publications, such as *Listed Magazine* or electronic newsletters such as RAR eNews and billing reminders unless you subscribe again at <http://rarealtors.com/about-rar/agent-resources/subscribe-to-our-weekly-newsletter>.**

You may edit your personal contact information by contacting Member Services at 804-422-5000.

This site contains links to other sites. RAR/CVRMLS is not responsible for the privacy practices or the content of such web sites.

This Privacy Policy may be updated or modified at any time without notice, so you are urged to revisit this policy periodically. If you have any questions about this Privacy Policy, please email us at [rarcommunications@rarealtors.com](mailto:rarcommunications@rarealtors.com).

Adopted 05/17/2007, revised 07/31/2011, 12/06/2012, 10/10/13