

MARCO ISLAND AREA ASSOCIATION OF REALTORS® PRIVACY POLICY

Last update: April 2, 2021

Who we are; about this policy

Marco Island Area Association of REALTORS® (“MIAAOR,” “we,” “our,” or “us”) is a Florida non-profit corporation. MIAAOR owns, operates, and/or maintains www.marcorealtor.com and other websites on which this notice appears or is linked (“Sites” or “Sites”). Your privacy is important to MIAAOR. This policy (“Privacy Policy”) explains how MIAAOR collects, uses, maintains, and discloses your personal information. This Privacy Policy may be updated from time to time, so please check back for updates. This Privacy Policy addresses the following items:

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1. **Your acceptance of this policy**

Please read this Privacy Policy carefully. By using the Sites, you agree to the terms of this Privacy Policy and our Terms of Use. If you do not agree to this Privacy Policy, do not use our Sites. Your continued use of the Sites following the posting of changes to this Privacy Policy will be considered your acceptance of those changes.

2. **Information we collect**

MIAAOR collects information about you when you use our Sites, products, and services. The kinds of information we collect from you will vary depending on how you use our Sites, products, and services. We automatically collect information from you when you visit and interact with our Sites; this information does not personally identify you. We do NOT collect information from you that personally identifies you. To learn about opting out and limiting information gathering, see [Section 7](#) of the policy.

(a) Non-personally identifiable information collected from your use of our Sites

We collect information and data about users of our Sites whenever they interact with our Sites. Our systems are set up to gather certain data to help us better understand how the Sites are being used and how we can improve it.

This information and data are not linked to you personally, so it does **not** include your name, contact information, username, password, or other similar information. This information may include your internet protocol address, browser name/type, the type of computer or device you use and other technical information about your means of connection to our Sites, such as the operating system and the Internet service providers, statistics about how you navigate and use our Sites, and information provided through the use of cookies and web beacons (which is described in more detail below), geographic location, and other similar information.

(b) Web browser cookies, web beacons, and similar tracking technology

The Sites may use cookies, web beacons, tracking pixels and/or similar tracking technology. Cookies are small files, text, or a piece of data that are sent to and stored on your computer or device. We use cookies so that we, and third parties that provide services for our Sites, can recognize your computer or device as a unique machine the next time you visit our Sites. Cookies have different durations depending on the type of cookie and its purpose. We use this technology for record keeping purposes and sometimes to track information about you for the following reasons:

- Authenticating you and remembering your settings for your convenience;
- Altering our content depending on your browsing patterns;
- Tailoring advertisements (both on and off our Sites) for products and services;
- Understanding the size of our audience and their traffic patterns within our network; and
- Analyzing and researching other measures to help us pursue similar goals.

You may choose to set your web browser to refuse cookies or to alert you when cookies are being sent. Generally, this is done by selecting the appropriate cookies setting on your web browser (usually found in "Internet Options" or "Preferences"). Please note that if you do use such settings, some parts of our Sites may not function properly.

(c) Third-Party Cookies for Website Analytics

We use Google Analytics services to obtain information about users of the Sites. Additionally, Google uses a cookie that can be recognized by Google or its affiliates when you visit other websites to show advertisements across the internet. You can opt out of your data being used by Google Analytics, by clicking [here](#) and following the instructions provided by Google.

(d) Personally identifiable information is not collected on the Sites

The Sites do not collect personally identifiable information from you, i.e. name, contact information, username, password, or other similar information.

3. How we use collected information

MIAAOR uses your information for purposes based on your consent, our legitimate business interests, and our legal and compliance obligations. Specifically, we use the non-personally identifiable information we collect from you to:

- Analyze traffic and usage of our Sites;
- Compile anonymous statistical data and analysis for use internally or with third parties;
- Analyze information in the aggregate to understand how our users as a group use the services and resources provided on our Sites;
- Provide, maintain, and improve our Sites, products, and services;
- Perform other tasks for which the information was collected.

4. Information Sharing

MIAAOR does not sell, trade, or rent any of your personal information. We may share information about you as part of our normal business operations with our corporate affiliates, and our vendors and consultants who perform services on our behalf, and within our systems and software. We may share generic aggregated demographic information not linked to any personally identifiable information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

5. How we store and protect your information

MIAAOR is a company based in the United States, and we process and store information on our database located in the United States. By accessing or using our Sites, products, or services, you consent to the processing, transferring, and storage of information in and to the United States. We follow generally accepted standards to protect the information we collect. We test our security procedures regularly and modify them as new technologies become feasible. We store the information we collect indefinitely for our legitimate business purposes or as required by law.

While we take reasonable measures to help protect your personal information, please be aware that no security measures are completely secure. We encourage you to use common sense when disclosing information over the Internet and please immediately let us know if you suspect that information you shared with us is being used in any way contrary to this Privacy Policy. Please contact us at info@marcorealtor.com.

6. Other links and websites

This Privacy Policy only applies to sites owned and operated by MIAAOR. Our Site may contain links to websites and digital properties outside of our control. Please be aware that these websites and digital properties may collect information about you and operate according to their privacy practices that may differ from this Privacy Policy, including the use of cookies, web beacons, and other similar technologies. Remember that once you're outside our Sites, any information you submit is outside of our control.

7. Opting out and limiting information gathering

You may opt out of third-party internet-based advertising on our Sites. You can use the Network Advertising Initiative's multi-cookie opt-out mechanism at: <http://optout.networkadvertising.org>, or the Digital Advertising Alliance Opt-out Tool at: <http://optout.aboutads.info>. Additionally, you can find more information about "do not track" options at <http://www.allaboutdnt.com>.

8. Additional information for European economic area users, California users or regarding users under the age of 13

(a) European economic area users

If you are a resident in the European economic area, you may have additional rights under applicable data protection laws, including the right to:

- Access and receive a copy your personal data;
- Rectify any personal data that is inaccurate;
- Request deletion of personal data;
- Object to the processing of your personal data or restricting its use, or correcting, erasing, or exporting your personal data.

You may also withdraw your consent you have provided us to your personal data at any time. If you wish to exercise any of these rights or other rights under applicable data protection laws, please contact us at info@marcorealtor.com.

(b) California users

If you are a resident in California, you may have additional rights under applicable data protection laws, including the right to request:

- A list of personal information that has been collected about you;
- A list of third parties to which that information has been disclosed for direct marketing uses, and the names of addresses of those third parties.

If you wish to request any of this information, please contact us at: info@marcorealtor.com.

(c) Users under the age of 13

The Sites are not intended to collect information from children under the age of 13. MIAAOR does not knowingly collect personally identifiable information from children under the age of 13. If you are the parent or legal guardian of a child under the age of 13, and you think that your child has given us personally identifiable information, please contact us at: info@marcorealtor.com.

9. Changes to this Privacy Policy

MIAAOR has the sole discretion to update this Privacy Policy at any time. When we do make changes to the Privacy Policy, we will revise the "Last Update" date at the top and bottom of the policy. We encourage you to frequently check this page for changes and to stay informed about how we are protecting the personal information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Sites, and you waive the right to receive specific notice of each such amendment or modification.

10. Contacting us

If you have any questions about this Privacy Policy, the Sites, or our practices with regards to your personal information, or our other services or products, please contact us at:

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239-394-5616

11. Last Update

This Privacy Policy was last updated on April 2, 2021.