



## West USA Realty, Inc. Privacy Policy and Terms of Use

West USA Realty, Inc., for over 31 years, has remained diligent in our efforts to protect our staff's, agent's and client's personal information. The purpose of this Privacy Policy is to provide you with an understanding of why we collect certain information from you when you visit our web site, what information we collect, and how we use that information.

Most of the consumer tools and services we provide on our Web Site do not require any personal information from you, and does not cost you anything to use. However, some tools and services request information from you to enhance the service you receive, and provide you with results more specific to your request. Voluntarily providing us with your personal information is done so at your discretion and determination as to whether you elect to provide such information.

We collect information because we desire to continuously improve your experience, quality of communication with you, ensure integrity and accuracy of the data provided in search results, and ensure that your information is protected using current best practices in a reasonable and prudent manner.

Our Web Site provides information and resources for use by adult consumers interested in selling, buying, leasing, or investing in residential, commercial or businesses, and its affiliated services. We do not review or endorse any specific content. We do not endorse any specific services, products, procedures, investments, opinions, or other information which may be mentioned, suggested or provided by any third party.

### **What We Collect**

When using our Web Site, we may collect automated analytical usage information, non-personal and anonymous information; voluntary personal information; and may use cookies depending on the settings of your computer and browser.

We collect personally identifiable information that you voluntarily provide to us including your name, address, phone number and email address. For example, you voluntarily provide personally identifiable information when you send us an email, use certain features of the Web Site such as registering to save searches, or using the Contact an Agent feature.

In addition, during your visit, we automatically collect certain non-personal or anonymous information related to your Web Site visit, including, the date and time of your visit, your IP address, your computers browser type, the internet address you visited prior to and after reaching the Web Site, the name of the domain and host you used to access the internet, and the features and pages of our Web Site that you used and visited. In addition, we may use automated HTML sensing technologies to identify the email format you have requested in your browser/computer settings, and identifying when emails have been received and read. These sensing services are only enabled when you have enabled your system to receive emails in HTML format.

When you use our Web Site to search for homes, you may be redirected to a website operated by a third-party, such as a property listing IDX service, a West USA Realty franchisee or a licensee of West USA Realty, Inc., and we may provide that service, office or licensee with information provided by you,

including personal information you voluntarily provided within that service, search criteria/parameters, as well as automatically collected non-personal and anonymous information.

Cookies may also be used. A cookie is a small piece of data stored on user's computer by the user's browser, while the user is browsing. We may use cookies to track consumers Web Site usage and determine trends to better serve our visitors, and continuously improve our Web Site features, content and services. The use of cookies is a standard practice amongst internet web sites, and depending on the settings you selected in your browser, the option to accept, decline, or delete cookies.

### **What we do with the Information**

We do not sell your information, period. The information we collect is used to improve the individual user's experience, ensure the highest level of customer service and care, and increasing the integrity and accuracy of the data you have requested. Furthermore, it helps us facilitate faster response times and track responses; ensure proper routing of property inquiries and services throughout our company, and franchise network of independently owned and operated offices, and real estate licensees; increasing the speed and efficiency of requests for broker assistance; and analytically managing the Web Site and its usage.

In addition, we may disclose non-personal or anonymous usage statistics, aggregate data, and the like to prospective advertisers, other third parties, and for other lawful purposes, including during mergers and acquisitions, or the sales of any company owned asset(s).

West USA Realty, Inc. may disclose personal information you voluntarily provided to us, in part or in whole, as it deems reasonable and prudent, including, when the law requires such disclosure or when a lawful request has been received by state or federal law enforcement or other governing agencies.

### **Communication**

By using our Web Site you agree to receive communication from us by email, text, or otherwise based on the personal information you provided to us. In addition, we subscribe to retargeting services provided by third-parties, like Facebook, which will occasionally send an advertisement to you within the specificity of the information you requested, or searched for, while visiting our site.

If you desire to Opt-Out of communication with us, please contact us with your specific request. Please understand that should you desire to opt out, you will no longer receive information or services from our Web Site, nor information specific to your initial requests.

### **Security**

This Privacy Policy governs the use and sharing of information you voluntarily provided to us while visiting our Web Site, as well as non-personal and anonymous information automatically collected. If you share your personal information with other third party sites, including those directly or indirectly linked from our site, we urge you to read the privacy policy for those individual sites as they will include different privacy policies not enforced or controlled by West USA Realty, Inc. Do not share your personal information with anyone that does not intend to protect your information.

### **Privacy for Minors**

West USA Realty, Inc. intends to advertise and market our services to individuals 18 years of age and older. This Web Site is intended for use by individuals of legal age, and we do not knowingly collect

information from individuals under the age of 18. If you are under the age of 18, you may only use our Web Site with the permission and involvement of your parents or legal guardian.

### **Controlling your personal information**

Should you elect to create a profile on our Web Site, you may, at any time, modify your personal information by logging into your profile and making such changes, including the ability to delete your profile in its entirety.

### **Retention of Information**

Personal Information that you voluntarily provide to us is kept online in a secure database within our hosting server. We backup our files regularly to ensure data integrity and protect against data loss caused by natural disasters. We use the latest technologies together with reasonable and prudent methods to prevent unauthorized access to personal information collected.

No Personal Information sent over the internet or any wireless network can be guaranteed to be perfectly safe. Although we use reasonable and prudent efforts to protect your personal information, we cannot guarantee the security of any information you send to us, and you do so at your own risk.

### **Lost or Stolen Information**

If we believe your Personal Information has been accessed by unauthorized individuals, we will notify you as soon as reasonably practicable, and in accordance with state and federal laws, as long as notification does not interfere with a criminal proceeding or investigation.

If you believe your personal information has been accessed by unauthorized individuals, you agree to notify us as soon as reasonably practicable. You will receive an immediate automated reply to let you know we have received your request. We will provide you with communication during or following our investigation.

For immediately action, you may also login to your online profile to modify or delete the personal information you originally provided to us, or delete your profile in its entirety.

### **Limitation of Liability**

When you visit, or use our site, you agree to the terms and conditions of this privacy policy. In addition, you admonish that it is impossible to protect all information shared over the internet. Although we endeavor to protect your personal information, you agree that any information you share with us is done so voluntarily, and with full understanding should your information be breached, you agree to hold West USA Realty, Inc. harmless. If you do not agree to the terms of this policy, please do not use the site.

### **Effective Dates/Updates/Changes**

West USA Realty, Inc. reserves the right to amend this policy as consumer protection and privacy laws improve or the needs to enhance the protection of consumer's personal information changes. Each time you visit our Web Site we recommend you review our Privacy Policy to learn about our newest privacy practices.

### **Governing Law**

This Privacy Policy shall be governed, construed, and enforced in accordance with the laws of the State of Arizona, without regard to its conflict of laws rules. Claims relating to the privacy policy and terms of

use will be litigated exclusively in the federal or state courts of Maricopa County, Arizona, USA, and by using this website, the user and West USA Realty, Inc. consents to personal jurisdiction in those courts.

**Questions or Comments**

If you should have  
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