

## **Privacy Policy (as of 7/18/2014)**

This privacy policy is designed to tell you how and why we collect information from users of [www.myhomeresearch.com](http://www.myhomeresearch.com) (the "Site") and how we handle that information online.

The Site and similar websites are hosted by Whip & Chip, LLC., dba My Home Research (the "Company" or "We") on behalf of real estate professionals (our "Clients"). This privacy policy only applies to information collected on the Site or information gathered online by the Company about users of the Site.

### **Personal Information and Your Visitor Profile**

In order to access certain services of the Site, you may be asked to provide personal information such as name, email address, and phone number. We may also ask you for information related to the services that you are seeking. For example, you may be asked for your address in order to provide you with information about home values in your area. Or you may choose to enter information into one of our resources such as a mortgage calculator. We may store this information in your visitor profile ("Profile"). Information on your visits, search history, IP address, operating system, web browser and other data may also be recorded in your Profile. Your Profile helps us improve the operation, customization, and experience of the Site and helps our Client provide you with services related to the Site such as buying or selling a home or property, obtaining a mortgage, maintaining or improving your home, or finding real estate service providers.

### **Aggregated Information**

Aggregated information about users, site usage, or other statistics that are not identifiable as a part of your personal Profile are not covered or restricted by this privacy policy. We may calculate such information to, among other uses, measure and predict Site traffic, understand user interests and demographics, or provide feedback to users, Clients, or advertisers.

### **Cookies and Pixel Tags**

We use a variety of technologies in order to better understand and meet the needs of our users -- both registered users and unregistered visitors. For example, we may use "cookies", "pixel tags", or the tracking pixels of third-party ad networks. Cookies are small files that your web browser can store and access in order for us to recognize your site history or preferences, for instance. Pixel tags or tracking pixels are used to measure web page or email statistics or to provide relevant real estate information based on your search history. Almost all web browsers have mechanisms for rejecting or deleting cookies. You may choose to disable pixel tags and tracking pixels by turning off the default viewing of images in your email client or web browser. These actions, however, may prevent this site or its services from functioning properly.

### **Disclosure to Service Providers**

We may seek assistance from third parties in order to provide the services of the Site. In the event that we share all or part of your Profile with these providers, the use of the information will be restricted to the service performed. Providers are expected to keep any personal information confidential and secure. We may, in some cases, use third-party services to collect information on our behalf. We will treat such information as though it had been gathered directly on our site, and it will be subject to the same privacy policies.

### **Disclosure to Comply with Laws or to Prevent Harm**

We may disclose information in your when we feel it is necessary to comply with a subpoena, court order, or similar legal action or if we have a reasonable belief that disclosure will address or prevent fraud or harm.

### **Transfers Due to Business Changes**

In the event that the assets of the Company are transferred to third parties under certain circumstances such as the Company's merger, acquisition, sale of assets, insolvency, or bankruptcy, your Profile may be shared or transferred and would become subject to the recipient's privacy policy.

### **Access and Security**

Your Profile is stored on our secure servers and is only made available by us to users authorized to view this information or for other uses as outlined in this Policy.

### **No Spam Email Policy**

Unsolicited email is contrary to our goal of providing relevant information to interested visitors. If at any point you wish to stop receiving emails from this site, please let us know. You may **respond to any email from us, placing the word 'UNSUBSCRIBE' in the subject**. Although unsubscribing will prevent us from sending you alerts about real estate listings that might interest you, it does not prevent you from otherwise accessing our site for real estate searches or requests.

### **Do Not Call Policy**

We ask registered users to provide us with a phone number. By providing us a valid phone number, you are acknowledging that our Client, or someone working with our Client to provide real estate related services, may contact you by phone -- even if you are registered on a federal or state Do Not Call. Please notify us or our Client if you wish to have your phone number removed from our database.

### **Links to Other Sites**

The Site may contain links to third party websites. The Company does not maintain

those websites, and we encourage you to examine their privacy policies before providing any personal information.

### **Updates to the Privacy Policy**

We may make changes in this privacy policy from time to time. If there are material changes made, we will post an updated policy on the Site along with its effective date. Please do not use this site if you do not feel comfortable with the privacy policy then in effect. If you have questions or concerns about the Policy, please contact us at

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