



Birmingham Association of REALTORS® and Greater Alabama MLS

Portal Privacy Policy

Version 1.0

Last Updated: June 16, 2023

The Birmingham Association of REALTORS® ("BAR") and the Greater Alabama MLS ("GALMLS") (collectively, "We") understand the importance of protecting your information, and we provide this Portal Privacy Policy ("Privacy Policy") to explain the types of information we may collect from you or that you may provide when you use our Single Sign-On Dashboard ("SSO") to visit our Members/Subscriber portal located at <http://galmls.sso.remine.com/> (our SSO, and <http://galmls.sso.remine.com/>, and the portal are referred to collectively as our "Portal"), and when you use and access the services, materials, software, databases, communications, and information provided on our Portal (the "Services"). We also want to explain our practices for collecting, using, maintaining, protecting, and disclosing that information. By using our Portal and/or Services, you agree to this Portal Privacy Policy.

If you reside in or are located in the European Economic Area ("EEA"), the United Kingdom ("UK"), Canada, or anywhere else other than in the United States, our Portal and/or Services are not directed to you and not intended for your use. If we learn we have collected or received personal information from a non-U.S. resident, we will delete that information.

Table of Contents

[Children Under the Age of 16](#)

[This Portal Privacy Policy](#)

[What Categories of Personal Information Do BAR and GALMLS Collect?](#)

[Sources of Personal Information Collected](#)

[Purposes of Collecting Personal Information](#)

[Collection and Use of Non-Personal Information](#)

[Third-Party Use of Tracking Technologies](#)

[To Whom Your Personal Information May Be Sold or Shared](#)

[How We Use Your Information](#)

[Sensitive Personal Information](#)

[Cookies and Similar Technologies](#)

[Cookie Policy](#)

[Choices About How We Use and Disclose Your Information](#)

[State Privacy Rights](#)

[Promotional Offers from BAR and GALMLS](#)

[Targeted Advertising and Profiling](#)
[Accessing and Correcting Your Information](#)
[Opting-Out of Non-Essential Email or Text Communications](#)
[“Do-Not-Track” Signals](#)
[Protection of Your Personal Information](#)
[Retention of Your Personal Information](#)
[Changes to Our Privacy Policy](#)
[Contact Information](#)

Children Under the Age of 16

Neither the Portal nor the Services are directed to or intended for persons under 16 years of age, unless such person has obtained the consent of such person’s parent or guardian. We do not knowingly collect personal information from persons under 16. If you are under 16, do not use or provide any information on this Portal or through any of its features or Services, register on the Portal, make any purchases through the Portal, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use.

If we receive any information from a visitor under the age of 16 without the consent of the visitor’s parent or guardian, we will delete all information about that visitor from our system as quickly as possible. No information collected from users under the age of 16 is used for any marketing or promotional purposes whatsoever. If you believe we might have any information from or about a child under 16, please contact using the information provided in the <<**Contact Information**>> section.

If you are under the age of 16 and would like to use our Portal and/or Services, have your parent or guardian contact us using the information provided in the <<**Contact Information**>> section so that we may obtain the affirmative consent of your parent or guardian to the collection and use of your personal information as set out herein.

California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. **However, please note that we do not currently meet the criteria for California privacy laws to apply.**

This Portal Privacy Policy

This Policy applies to information we collect:

- Through our Single Sign-On Dashboard;
- Otherwise on this Portal;
- In email, text, and other electronic messages;
- Through our digital properties, Services, and events; and

- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this Portal.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by BAR, GALMLS, or any third party;
- Any third party (including our affiliates, partners, and sponsors), including through any application or content that may link to or be accessible from or through the Portal and/or Services;
- To information publicly available from government records; or
- To de-identified or aggregated consumer information.

By using the Portal and/or Services, **you agree to us collecting, using, storing, disclosing and otherwise processing your personal information in accordance with this Privacy Policy.** If you do not consent to the collection, use, storage, disclosure or other processing of your personal information as described in this Policy, you should discontinue using our Portal and/or Services and not affirmatively provide your personal information. This Policy may change from time to time (see **<<Changes to Our Privacy Policy>>**). Your continued use of this Portal and/or Services after we make changes is deemed to be acceptance of those changes. Please check the Policy periodically for updates.

What Categories of Personal Information Do BAR and GALMLS Collect?

Personal information is data that identifies, relates to, describes, references, is reasonably capable of being associated with, is linked, or could reasonably be linked, directly or indirectly, with a particular consumer, household or device (“**personal information**”). You may be asked to provide your personal information anytime you are in contact with BAR and GALMLS.

Personal Information Collected Directly From You

We collect certain information from users accessing the Portal and/or Services, and we collect additional information from particular categories of users, including our customers, vendors, affiliates, employees, and suppliers. We collect this information both when you provide it to us and when you visit and use the Portal and/or Services. The information we collect includes information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline;
- That is about you but individually does not identify you, such as information regarding services you may request from us, as applicable; and/or

- That is about your internet connection, the equipment you use to access our Portal and/or Services, and usage details and does not personally identify you.

Examples of personal information that you may provide directly to us includes:

- Name;
- Email address;
- Phone number;
- Postal address; and
- Any other identifier by which you may be identified online or offline.

We do not collect biometric information or sensory data on the Portal. We do not collect non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. § 1232g, 34 C.F.R. Part 99)).

If you provide any personal information about another individual to us, you are responsible for making sure that you have the authority to do so and to allow us to use their personal information in accordance with this Policy.

You are responsible for ensuring the accuracy of personal information you provide to us. Inaccurate information may affect your ability to use the Portal and/or Services, including the information you receive when using the Portal and/or Services, and our ability to contact you. While you are not required to provide the personal information that we request, if you chose not to do so, we may not be able to provide you with our Portal and/or Services or respond to questions you may have.

Personal Information Collected Indirectly from You

As you navigate through and interact with our Portal, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). You can review the section on **<<"Do-Not-Track" Signals>>** for more information on how you can opt out of behavioral tracking on this Portal and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

We automatically collect and store certain types of information about your equipment, browsing actions and patterns, as well as your use of the Portal and/or Services. Examples of the type of personal information we may collect automatically include:

- IP address of the device you are using;

- Device ID;
- Location of your device;
- Browser type;
- Details about your activity on the Portal, including pages visited, dates and times of page visits, files or content viewed, time spent viewing content, how you got to the Portal, download information, application usage (such as which application you have used on the SSO), and whether you encountered any errors on the Portal;
- Audio recordings of calls made through numbers on the Portal, for quality and training purposes;
- Information about other devices you may have used to access the Portal;
- Mobile device information (e.g., operating system type and version; screen resolution; device language setting; device type, model, and manufacturer; mobile carrier; operating system; and other device attributes);
- Whether BAR/GALMLS's has previous contact or relationships with consumers for business development purposes;
- Information about whether you've engaged with BAR and GALMLS's brand on social media platforms such as Facebook, LinkedIn, and Twitter;
- Employer name; and
- Geographic location (city, state).

The information we collect automatically helps us to improve our Portal and to deliver a better and more personalized service, including by enabling us to:

- Improve and customize the content and layout of the Portal and/or Services, other BAR and GALMLS websites, and other online and print communication tools we use;
- Notify members of updates to the Portal and/or Services and other BAR and GALMLS websites;
- Notify members of relevant products and services;
- Notify members of upcoming events and programs;
- Compile specialty directories about which members will be made aware;
- Track usage of BAR and GALMLS sites;
- Estimate our audience size and usage patterns;
- Store information about your preferences, allowing us to customize our Portal and/or Services according to your individual interests;
- Speed up your searches; and
- Recognize you when you return to our Portal.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain

parts of our Portal. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Portal.

- **Web Beacons.** Pages of our Portal may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

You can visit:

<https://support.google.com/chrome/answer/2790761?hl=en&co=GENIE.Platform%3DDesktop>, for information on how you can opt out of behavioral tracking on this Portal.

Sources of Personal Information Collected

We may collect personal information in the following ways:

- Directly from you when you provide it to us, such as when you create an account;
- When you visit our Portal or download information from our Portal;
- When you contact us;
- When you make purchases and payments through the Portal;
- When you participate in an application or online survey (which information could include your education, designations, specialties, affiliations with other real estate organizations, and general demographic data);
- Automatically as you navigate through the Portal, including usage details, IP addresses, and information collected through cookies or other tracking technologies;
- From third parties, for example, our service providers; and
- If you interact with our Portal by sharing on a social media platform, we may collect the information that you post.

We also may receive information from other sources, such as through social media, third-party platforms and forums, contacts, and business partners. Examples of the types of information we may receive from other sources are:

- Personal information, such as your name, personal and professional mailing address, email and phone number;
- Profile information, comments, and similar information provided to or on social networks and other forums that connect to us;
- Interests, demographic data, and purchasing behavior; and
- Information collected from you offline or through other channels. For example:
 - Information you provide when attending an event or other in-person function;
 - Information you provide over the phone with us.

Some of the information we collect may, when combined with other information, be personal information that could be used to identify you. Such information is treated as personal information.

Purposes of Collecting Personal Information

We may collect your personal information for the purposes described in this Privacy Policy, including, but not limited to:

- Fulfilling any purpose for which you present the information to us;
- Presenting our Portal and its contents to you, including the Services;
- Providing you with the experiences, products, and services you request, view, engage with, or purchase;
- Allowing you participate in interactive features on our Portal and/or Services;
- Communicating with you about your account or transactions with us, including, providing you with notices about your account, including expiration and renewal notices;
- Sending you information or requesting feedback about features on our Portal or changes to our policies;
- Sending you offers and promotions for our products and services or third-party products and services;
- Personalizing content and experiences presented to you;
- Improving and customizing the content and layout of the Portal, other BAR and GALMLS websites, and other online and print communication tools we use;
- Compiling specialty directories about which members will be made aware;
- Allowing our vendors and Affiliate Members (as defined herein) to promote their services and products to you;
- Tracking usage of BAR and GALMLS websites;
- Providing you with targeted advertising based on your activity on our Portal or on third-party sites and applications;

- Providing you with information on our own or third party products or services based on your activity on our Portal or on third-party sites and applications;
- Operating, understanding, optimizing, developing, or improving our Portal, Services, products, and operations, including by using guest survey research and analytics tools;
- Displaying advertisements from third parties where it appears that your information matches the target criteria specified by the third party;
- Detecting, investigating and preventing activities that may violate our policies, pose safety issues, or be fraudulent or illegal;
- Testing, research, analysis, and product development, including development and improvement of our Portal, and products, and services;
- Enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- Notifying you about changes to our Portal or any products or services we offer or provide;
- Responding to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- Evaluating or conducting a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our users is among the assets being transferred;
- In any other way we may describe when you provide the information; and
- For any other purpose with your consent.

We do not use your personal information in a manner that may facilitate or prompt illegal or inappropriate acts.

From time to time, we may use your personal information to send important notices, such as communications about our terms, conditions, and policies. Because this information is important to your interaction with us, you may not opt out of receiving these communications.

Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, allow us to identify a specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. Examples

of non-personal information that we collect and how we may use it are language, zip code, area code, referrer URL, and the time zone where our Portal or Services are used or accessed so that we can better understand user behavior and improve our Portal and/or Services. We also may collect information regarding user activities on our Portal and from our other services and aggregate that information to help us provide more useful information to our users and to understand which parts of our Portal and/or Services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

Third-Party Use of Tracking Technologies

Some content or applications, including advertisements, on the Portal may be by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Portal. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see our **<<Choices About How We Use and Disclose Your Information>>**.

To Whom Your Personal Information May Be Sold or Shared

We strive to collect only the personal data that we need. We may sell the member roster to Affiliate Members, but we do not otherwise sell or share your personal information in exchange for money.

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may sell (if considered a sale under applicable data privacy laws, e.g., the use of analytics) or share your personal information in the following situations:

- To our subsidiaries and our affiliates (such as companies that we own, that own us, or companies that share common ownership with us);
- To consultants, service providers, and other third parties we use to support our business, such as credit card payment processors, vendors, event planners and coordinators, data

management and storage providers, analytics and research companies, professional advisors, and social media website such as Twitter, Instagram, Facebook, and LinkedIn;

- To third parties when you allow us to share your personal information with said third parties so that they can send you offers and promotions about their products and services;
- To third parties when you direct us to share your personal information with said third parties to fulfill your request;
- To Law enforcement agencies, regulators, and courts in response to a court order, subpoena, regulatory requirements or similar legal process, to report any activities we reasonably believe to be unlawful, or as otherwise required by law;
- To third parties in order to combat fraud or criminal activity, and to protect our rights, users, and business partners, or as part of legal proceedings affecting BAR and GALMLS;
- To another entity in connection with a merger, transfer of data assets, reorganization, divestiture, financing, dissolution, or similar corporate event involving all or part of our business, in which personal information held by us about our Portal users is among the assets transferred;
- To third parties in order to enforce or apply our agreements, including for billing and collection purposes;
- To third parties if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our company, our customers, or others;
- To third parties where it is necessary to respond to a public health emergency, or in an emergency, to protect the safety of your health and property;
- To third parties for purposes of carrying out news reporting and media monitoring for public interests;
- To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see <<**Choices About How We Use and Disclose Your Information**>>;
- To our vendors to allow them to promote their services and products to you;
- To our affiliates (such as photographers, mortgage companies, title companies, pest control, inspectors) ("**Affiliate Members**") so that such Affiliate Members may promote and market their services to members and/or subscribers;

- To third parties in order to enforce or apply our <<*Terms of Use and Sale*>> and other agreements, including for billing and collection purposes.
- To third parties if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of BAR and GALMLS, our customers, suppliers, employees, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- To any other third party for any other purpose disclosed by us when you provide the information.
- To any other third party with your consent.

How We Use Your Information

We use or disclose the information that we collect about you or that you provide to us, including any personal information:

- To present our Portal and its contents to you;
- To provide the Services to you;
- To provide you with other information, products, or services that you request from us;
- To contact you about our own or third-parties' goods and services that may be of interest to you;
- To allow our vendors and Affiliate Members to promote their products and services to you;
- To fulfill any other purpose for which you provide your personal information;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- To notify you about changes to our Portal, Services, or any products or other services we offer or provide through it;
- To allow you to participate in any interactive features on our Portal;
- To conduct tests, surveys, research, analysis, and product/service development;

- To respond to law enforcement requests as required by applicable law, court order, or governmental regulations;
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which personal information is held by us about our Portal users, including, but not limited to, our employees, customers and suppliers, is among the assets being transferred; and
- For any other purpose with your consent, or as legally permissible without your consent.

If you do not want us to use your information in this way, please see <<**Choices About How We Use and Disclose Your Information**>>. We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Sensitive Personal Information

We do not collect the following Sensitive Personal Information: race or ethnicity; religion; citizenship; genetic data; biometric data used to identify a person; precise geolocation; personal information of children; union membership; SSN; DL or passport number; financial account with password or security code; and contents of mail, email or texts (unless a business is the intended email recipient).

Cookies and Similar Technologies

We, as well as third parties that provide content or other functionality for our Portal and/or Services, may use cookies, pixel tags, local storage, and other technologies to automatically collect information through the Portal. These technologies allow us to understand who has interacted with us and also help us to operate our Portal and Services more efficiently. These technologies also help us deliver online advertising to you.

- **Cookies.** Our Members/Subscriber portal located at <http://galmls.sso.remine.com/> does not utilize cookies, however, the SSO used to access the portal uses cookies that fall into the Performance, Functional, and Strictly Necessary categories. For more information on cookies, please see our <<**Cookie Policy**>>.
- **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded on the Portal that collects information about users' engagement on that web page. The use of a pixel allows us to record, for example, that a user has visited a particular web page.

- **Interest-based advertising.** We may ourselves or we may permit third parties to use technologies on our Portal to collect information about your device and your use of our Portal to advertise products and services to you that are tailored to your perceived interests, as well as to provide advertising-related services such as reporting, attribution, analytics, and market research. Such third parties act on our behalf, and we may grant them the right to use your information for their own purposes.
- **Social Media.** Our Portal may include social media features, such as Twitter, Facebook, LinkedIn, Instagram, or other widgets. These social media companies may recognize you and collect information about your visit to our Portal, and they may set a cookie or employ other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies.

Cookie Policy

Overview

Cookies are small data files created by web browsers and downloaded onto your computer or other device when you access a website. Cookies help make your browsing experience with our Portal more personal. Different cookies serve different purposes, such as recognizing your devices, storing information about your preferences, identifying the geographic location of a user, tracking browsing habits and preferences to deliver personalized advertising, recalling information entered on forms, login pages, shopping carts or other features of the Portal, helping us understand how the Portal is being used, and generally improving your browsing experience on the Portal.

Categories of Cookies

There are different ways to classify cookies, including based on when they expire or whether they are managed by us or a third party.

Type of Cookie	Description
Persistent Cookies	Persistent Cookies stay on your computer or mobile device until you delete them.
Session Cookies	Session Cookies expire once you close your web browser.
First Party Cookies	First Party Cookies are those that may be managed by BAR and GALMLS and originate from our Portal.
Third Party Cookies	Third Party Cookies originate with service providers or business partners providing services on or through our Portal, and can be used by these third parties to recognize your device when it visits other

	<p>websites. Third Party Cookies may also be used for other purposes, such as analytics, advertising, and social media features.</p>
Strictly Necessary	<p>These cookies are necessary for the Portal to function and cannot be switched off in our systems. Strictly necessary cookies are typically set in response to actions or services that you request, such as setting your privacy preferences, logging in, filling out a form, or putting items in a shopping basket. Strictly necessary cookies can also be used to manage sessions on load-balanced servers or to ensure user requests are routed consistently to the correct server.</p> <p>You can set your browser to block these cookies or to alert you about these cookies, but some parts of the Portal will not work if you select such settings.</p>
Performance Cookies	<p>Performance cookies are sometimes called analytics cookies. These cookies count visits and traffic sources so the performance of our Portal can be measured and improved, including determining whether a user is new or returning, distinguishing users from one another, and calculating new and returning visitor statistics. These cookies help us to know which pages are the most and least popular on the Portal and to see how visitors move around the Portal. This information is combined with data from a large number of other users to create an overall picture of Portal use, and is not identified individually or personally and is not linked to any other information we store about you.</p>
Functional Cookies	<p>Functional cookies are anonymous and do not track browsing activity across other websites. An example of a functional cookie is a cookie that remembers user location, chosen language, or other settings to provide a personalized user experience on a website. Other examples of functional cookies include chat services and user preferences.</p>
Tracking, Marketing and Advertising Cookies	<p>We may partner with third party advertisers who may use tracking pixels that set cookies to assist with delivering online advertising relevant to your interests. We or our advertising partners may build a profile of your interests and show you targeted advertisements on other sites. You can opt-out of almost all advertising cookies by updating your preferences on www.aboutads.info. These cookies do not directly store personal information about you, but they are based on uniquely identifying your browser and internet device. If you do not allow advertising cookies, you will not stop seeing advertisements—they just will not be tailored specifically to you.</p>

Why do we use cookies?:

We may use cookies to allow you to access our Portal and Services through our SSO, to provide certain security measures, to learn how you interact with our Portal and/or Services, and to improve your experience and provide you additional functionality on the Portal.

What type of cookies do we use?:

We use Performance, Functional, and Strictly Necessary Cookies.

Cookie	Feature	Purpose
_hp2_id.	Statistics	This cookie is used by Heap to store a unique user ID and to store and track interaction.
_csrf	Attack Protection	This feature is used to protect you from a Cross-Site Request Forgery (CFRS) attack.
auth0	Single Sign-on	This cookie is used to implement the Auth0 session layer.
auth0_compat	Single Sign-on	This is a fallback cookie for single sign-on on browsers that don't support the sameSite=None attribute.
auth0-mf	Multi-factor Authentication	This cookie is used to establish the trust level for a given device.
did	Attack Protection	This cookie is used for device identification for attack protection.
did_compat	Attack Protection	This is a fallback cookie for anomaly detection on browsers that don't support the sameSite=None attribute.

How Do Third Parties Use Cookies on our Portal?:

We also work with third parties to provide certain services on the Portal. Third parties may use their own cookies to collect information about your actions on our Portal and/or the advertisements you click on. They may use this information to deliver advertisements they believe are most likely of interest to you based on content you have already viewed. Third parties may also use this information to measure the effectiveness of certain advertisements. BAR and GALMLS do not control such third party cookies. For more information on how some of our third party service providers collect and use information, including how to disable or reject the third parties cookies, you should refer to these third parties' own websites and policies.

How do I Control Cookies?:

If you choose, you can set your browser to reject cookies or you can manually delete individual or all of the cookies on your computer by following your browser's help file directions. However, if your browser is set to reject cookies or you manually delete cookies, this may alter your access and use of some of the pages and features on our Portal.

You may also reject or block all or specific types of cookies from our Portal by setting your preferences on our Portal. You can change those preference at any time.

You may also visit <https://allaboutcookies.org/> or <https://www.aboutcookies.org/> for details on how to delete, reject, or block cookies and for further information on cookies generally.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. There are certain third-party mechanisms that you can use to control your information. We have also created mechanisms to provide you with the certain control over your information.

Tracking Technologies and Advertising

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

To opt-out of third-party interest-based advertising from advertisers and third parties that participate in certain self-regulatory programs, please visit the [Network Advertising Initiative](https://thenai.org/opt-out/), at <https://thenai.org/opt-out/>, and the [Digital Advertising Alliance](https://digitaladvertisingalliance.org/), at <https://digitaladvertisingalliance.org/>. Opt-outs are generally specific to your device and browser, meaning that you will need to opt-out on each device and browser you use. Please note that, even if you opt-out of interest-based advertising, you will continue to receive ads, but they will not be targeted to your interests. Users of mobile applications may opt-out of receiving targeted advertising in mobile apps through participating members of the Digital Advertising Alliance by installing the AppChoice mobile app, <https://apps.apple.com/us/app/appchoices/>, and selecting the user's choices.

Disclosure of Your Information for Third-Party Advertising

If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request using the <<**Contact Information**>> below.

Targeted Advertising and Profiling

If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, or to engage in

profiling, you can opt-out by sending us an email with your request using the <<**Contact Information**>> below.

State Privacy Rights

State consumer privacy laws may provide their residents with certain rights regarding our use of their personal information. As of the date on which this Privacy Policy was last updated, California, Colorado, Connecticut, Indiana, Iowa, Montana, Nevada, Tennessee, Texas, Utah, and Virginia have each passed their own consumer privacy laws. Some of these laws may not take effect until a later date. **However, please note that, currently, these privacy laws do not apply to our collection and use of your personal information.** Should these privacy laws apply in the future, we will let you know in an updated version of this Privacy Policy.

Promotional Offers from BAR and GALMLS

If you do not wish to have your email address or other contact information used by us to promote our products or services, you can opt-out by contacting us via the contact information provided in the <<**Contact Information**>> section. Members and Subscribers can also opt-in or opt-out of different types of emails by changing their email preferences in the Portal. If we have sent you a promotional email, you may also opt-out by sending us a return email asking to be omitted from future email distributions. This opt-out does not apply to information provided to us as a result of a contractual relationship you may have with us.

Targeted Advertising and Profiling

BAR and GALMLS engages in targeted advertising in order to provide you with access to products and services that are relevant to you. We also engage in certain types of profiling by using production numbers to identify BARPAC investors and people who attend certain classes in order to encourage them to attend similar classes. If you wish to opt-out of targeted advertising and/or profiling, please see <<**Choices About How We Use and Disclose Your Information**>>.

Accessing and Correcting Your Information

If you have created an account on our Portal, then you can review and change your personal information by logging into the Website and visiting your account profile page and/or subscription page.

You may also contact us using the <<**Contact Information**>> below to request access to, correct, obtain, or delete any personal information that you have provided to us. In some instances, we cannot delete all your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement, cause the information to be incorrect, or the request is otherwise subject to a legal exception.

Opting-Out of Non-Essential Email or Text Communications

If you do not wish to receive email or text communications from us, you may opt-out of receiving such communications by emailing or writing to us as provided in the **<<Contact Information>>** section below. You may also reply to the email or text in question and request that you receive no further correspondence from us. You may follow this same procedure to change or update information you have previously provided to us.

Your election not to receive promotional and marketing correspondence from us will not (a) preclude us from corresponding with you, by email, text, or otherwise, regarding your existing or past relationship with us, (b) preclude us, including our employees, contractors, agents and other representatives, from accessing and viewing your personal information while maintaining and improving the Website, nor (c) preclude us from corresponding with you, by email, text, or otherwise for billing and collection purposes related to your Account, membership, subscription, and/or any purchases you make through the Portal.

“Do-Not-Track” Signals

Some web browsers may transmit “do-not-track” signals to websites with which the user communicates. The Portal does not monitor or identify “do not track signals,” and such signals will not impact the operation of this Portal.

Protection of Your Personal Information

BAR and GALMLS take the security of your personal information very seriously. We maintain security procedures and standards that technologically current and that we believe are safe, and we have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. We test these security procedures and modify them regularly as new technologies become available.

However, you also share certain responsibilities to ensure the safety and security of your information. Where we have given you (or where you have chosen) a password for access to certain parts of our Portal, you are responsible for keeping this password confidential. We ask you not to share your password with anyone, and the sharing of your password with another individual may result in a fine. Please see our **<<Terms of Use and Sale>>** for our policy regarding the sharing of passwords.

Unfortunately, even with our best efforts and the care you exercise, the transmission of information via the internet is not completely secure. As a result, we cannot guarantee the security of your personal information transmitted to our Portal. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Portal.

Retention of Your Personal Information

We may retain your personal information for as long as it is required for a legitimate business purpose, to comply with its statutory obligations, to comply with contractual obligations between you and BAR/GALMLS, to perform ongoing due diligence processes, and/or to assert or defend against legal claims.

If you provide us with your personal information and do not have an account with us, we will retain your information for a period required to comply with any legal, regulatory or legitimate business requirements. We may also retain aggregated information beyond this time for research purposes and to help us develop and improve our services. You cannot be identified from aggregate information retained or used for these purposes.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on the Portal home page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Portal home page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Portal and this Privacy Policy to check for any changes.

Contact Information

To ask questions or provide comments about this Privacy Policy and/or our privacy practices, contact us:

by email at:

support@birminghamrealtors.com

or

by phone at:

205-871-1911

or

by mail at:

3501 Independence Drive,
Birmingham, AL 35209