

## PRIVACY POLICY

THE PIKES PEAK REALTOR® SERVICES CORP. AND THE PIKES PEAK ASSOCIATION OF REALTORS® (INDIVIDUALLY AND COLLECTIVELY “US,” “WE” OR “OUR”) CREATED THIS WEBSITE PRIVACY POLICY (“PRIVACY POLICY”) IN ORDER TO ENSURE THE CONFIDENCE OF VISITORS (“YOU” OR “YOUR”) OF AND TO OUR WEB SITE (THE “WEBSITE”), AND TO DEMONSTRATE OUR COMMITMENT TO FAIR INFORMATION PRACTICES AND THE PROTECTION OF PRIVACY.

### 1. Types of Information Collected

a. Traffic Data Collected. We automatically track and collect the following information when you visit our Website, including your: (i) IP address; (ii) domain server; (iii) type of computer; and (iv) type of web browser (collectively “Traffic Data”). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Web site. We also may use “cookies” to customize and store specific information to enhance your use of the Website.

b. Personal Information Collected. In order for you to access certain information and to engage in certain communication we offer via the Website, we may require you to provide us with information that personally identifies you (“Personal Information”). Personal Information may include: (i) Contact Data (such as your name, mailing and e-mail addresses); (ii) Financial Data (such as your account or credit card number); and (iii) Demographic Data (such as your zip code or age). If you communicate with us or with a third party through the Website by e-mail, post messages to chat groups, bulletin boards or forums, texting or otherwise complete online forms, surveys or contest entries, any information provided in such communication may be collected as Personal Information.

### 2. Uses of Information Collected

We may use Contact Data to send you information. We may use your Financial Data to bill you for products and services. We may use your Demographic Data to customize and tailor the Website. We may share Demographic Data with third parties but only on an aggregate basis.

### 3. Confidentiality and Security of Personal Information

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information private and will not share it with third parties, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our Terms of Service. Your Personal Information is stored on secure servers that are not accessible by third parties.

### 4. Other Limits to Your Privacy

The Website contains links to other Web sites. We are not responsible for the privacy practices or the content of such Web sites. We also may make chat rooms, forums, email, texting, message boards, and news groups available to you. Please understand that any information that is disclosed in these areas becomes public information. We have no control over its use and you should exercise caution when deciding to disclose your Personal Information.

5. Updates and Changes to Privacy Policy

We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Website. Any such change, update or modification will be effective immediately upon posting on the Website.