

## Website Privacy Policy

Thank you for visiting! Access to KeeneMac.com (the “Site”) is a service provided by Keene Mass Appraisal Consulting (the “Company”). This Website Privacy Policy (the “Agreement”) outlines the collection, storage, and use of information that you share with us when you visit the Site. When used in this Agreement, the terms “we” “us”, and “our” refer to the Company.

THIS IS A LEGALLY BINDING AGREEMENT. PLEASE READ CAREFULLY. BY ACCESSING THE SITE, YOU AGREE TO BE BOUND BY THE TERMS THAT FOLLOW. IF YOU DO NOT AGREE TO FOLLOW THESE TERMS, DO NOT ACCESS THE SITE.

**Privacy Policy last updated on 8/5/2022.**

### **General Terms**

- 1) We may update this Agreement at any time. You agree that each visit you make to this Site will be subject to the privacy policy posted at that time. Your use of the Site confirms your continuing agreement with our Privacy Policy.
- 2) We may provide notice of significant changes to the Privacy Policy by:
  - (a) sending a notice to your email address;
  - (b) placing a prominent notice on our Site; or
  - (c) updating the information on this page.
- 3) We do not knowingly collect Personal Information from children. If you are a minor, you must receive your parent or guardian’s permission before using our Site.
- 4) For your convenience, we may display links to other websites that we do not operate. We do not have control over these websites. We are not responsible for their content or their privacy practices. View the privacy policy on these websites to understand how they collect, use and store information.
- 5) Our Site is available to the general public. We are not responsible for the public disclosure of information that you place on our Site.
- 6) Unfortunately, no data transmission or storage procedures can guarantee 100% security. **WHILE WE TAKE SEVERAL STEPS TO PROTECT YOUR INFORMATION, WE DO NOT GUARANTEE OR WARRANT THE SECURITY OF ANY INFORMATION THAT YOU TRANSMIT TO US. BY ACCESSING OUR SITE OR SHARING INFORMATION THROUGH OUR SITE YOU ASSUME THE RISK THAT SUCH INFORMATION COULD BE ACCESSED BY UNAUTHORIZED THRID PARTIES.**
- 7) **WE DO NOT GUARANTEE OR WARRANT THE SECURITY OF THE SITE OR THIRD-PARTY SERVICES USED FOR THE PURPOSE OF STORING INFORMATION COVERED UNDER THIS AGREEMENT. NOR DO WE GUARANTEE PREVENTION**

FROM LOSS OR ALTERATION OF, OR IMPROPER ACCESS, TO YOUR INFORMATION.

8) IN ANY CASE, YOU RELEASE US FROM LIABILITY FOR ANY DAMAGES, WHETHER OR NOT FORESEEABLE, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT OR PUNITIVE DAMAGES ARISING OUT OF YOUR USE OF THE SITE AND THE UNAUTHORIZED ACCESS OF INFORMATION SENT THROUGH THE SITE. YOU ASSUME THE RISK OF UNAUTHORIZED ACCESS TO SUCH INFORMATION.

### **What Information Do We Collect and How?**

9) The information we collect through our Site falls into one or more of the following categories:

- a) personal information
- b) cookies
- c) technical data

#### Personal Information

10) Personal information is information that can reasonably be used to identify you. This includes, but is not limited to, names, identification numbers, location data, online identifiers and contact information.

11) You may provide us with personal information by accessing the Site, completing electronic forms on the Site, purchasing products or services through the Site, communicating through the Site, and through other forms of interaction with and on the Site.

12) You may be required to share your personal information in order to access restricted areas of the site, access certain benefits, purchase products or services, or contact us.

13) When you purchase a product or service offered on our Site, your personal information may be collected by third party service providers who facilitate payment processing. Such information may be collected and stored according to the privacy policies of these individual service providers. These service providers include:

#### Cookies

14) A cookie is an electronic file containing small pieces of information that are used to identify a computer as it interacts with a network. Cookies are placed on your computer when you access a website and may be read by network applications to improve your web browsing experience. For example, when you log into a website a cookie may be stored in your computer so that you will not need to reenter your username and password while using the Site.

15) Our Site collects cookies through various network applications (e.g. plugins). You can turn off cookie sharing using your web browser. However, this may disable certain Site functionality.

#### Technical Data

16) Technical data is information about your computer hardware and software. Such information may include your IP address, web browser, the domain used to access the internet, the date and time the Site was accessed, the web address of any referring website, and other information about the technology used to access the Site.

17) Technical data is collected automatically using network applications.

18) The Site does not currently respond to Do Not Track requests.

### **How Do We Use the Information We Collect?**

19) Generally, we use information collected from you through the Site to:

- a) fulfill our contractual obligations to you;
- b) improve performance and security of the Site; and
- c) enable other legitimate business interests

#### Personal Information

20) We may use your personal information to communicate with you, provide products or services, or any other lawful purpose that you authorize explicitly or implicitly through your use of the Site.

#### Cookies

21) We use cookies to improve user experience and security on the Site. We may also analyze this information to better understand how people are interacting with the Site.

#### Technical Data

22) We use technical data for statistical purposes such as determining the number of visitors to our Site, and how visitors reach and interact with our Site. We also use this information to help maintain operation of the Site.

### **When Do We Share Information and With Whom?**

23) We may share information with third-party service providers who analyze such information. The information from this analysis would be used to help us understand how the Site is being accessed and used.

24) We may share personal information with third party service providers to fulfill our obligations to you. For example, if you opt into a newsletter that we are offering, we may share your information with a third party that offers software as a service in order to deliver the newsletter to you.

25) Information shared with third parties is subject to their individual privacy policies.

26) We do not share your information without your consent. You may take away consent to the sharing of your information at any time by emailing [kevin@keenemac.com](mailto:kevin@keenemac.com).

27) We may disclose information based on a good faith belief that sharing such information is necessary to:

- a) conform with applicable law or comply with legal process;
- b) protect and defend our rights or property; or
- c) protect the personal safety of our users or the public.

### **How Do We Store and Protect the Information We Collect?**

28) Our Site uses SSL Protocol to protect information that is transmitted through our Site. This helps protect information from unauthorized access as it is transmitted through our Site.

29) Information transmitted through our Site may be stored using a third-party cloud service. It is protected from unauthorized access using password protected login credentials and two factor authentication.

### **Miscellaneous**

30) This Agreement does not create any third-party rights or obligations.

### **Contact Us**

If you have questions or concerns about this Agreement or your information, please contact us at:

Company name: Keene Mass Appraisal Consulting  
Company address: 6934 Cresheim Rd. Phila., PA, 19119  
Company phone number: 267.307.6071  
Company email address: Kevin@keenemac.com