

# Privacy Policy

The actionrealestate-nm.com website is wholly-owned by Action Real Estate (collectively "we", "us" and "our").

This Privacy Policy describes our policy relative to any and/or all information relating to you that you have provided to us or that we have collected from you ("Information"). Upon your entry to actionrealestate-nm.com, you consent to our collection, use and disclosure of Information pursuant to this Privacy Policy, and you are bound by our Terms of Use.

## 1. What Information We Collect

- a.) **In General.** Actionrealestate-nm.com is informational and our visitors can browse anonymously. We do not collect any personally identifiable information from the visitors to this site unless they register for an Account. If a visitor signs up for an Account, we collect your email address, your first name and last name, zip code, your real estate interests, which are optional, so that we can provide you service. Disclosure of your email address, or Information, to a listing organization is entirely optional and is a service available for visitors who wish to receive information from a listing firm.
- b.) **IP Address.** We may collect your IP (Internet Protocol) address to administer our site. When a web browser or email application requests a web page or email from another computer on the Internet, it automatically gives that computer the address where it should send the Information. This is called the computer's "IP address". This "address" does not contain any personally identifiable information.
- c.) **Cookies and Web Beacons.** Cookies are bits of electronic information that can be transferred to a computer to uniquely identify that computer's browser. When you visit actionrealestate-nm.com and use our services, we may place one or more cookies on your computer. The use of cookies helps us improve the quality of our services to you, by identifying Information which is most interesting to you, tracking trends, or storing Information you may want to retrieve on a regular basis, such as your favorite homes. At any time, you may adjust settings on your browser to refuse cookies. However, if you choose to disable cookies, many of the free features and services on actionrealestate-nm.com will not operate properly. Also, the pages of our service may include Web beacons, which are electronic files to count users who have visited that page or to identify certain cookies on the computer accessing that page.
- d.) **Third-party Cookies.** We work with service providers and advertising networks to track and manage cookie information and your activities while you are on actionrealestate-nm.com or using our services. Any third-party ad network providers, and third-party sponsors or advertisers may provide you with advertisements that you may see on actionrealestate-nm.com or on other affiliated websites. To improve the relevancy and help measure the effectiveness of such advertisements, these ad networks or advertisers may use cookies, Web beacons, or similar technologies. These are used to record your online activity, such as the pages visited, and to learn what types of information are of most interest to you.

Use of these technologies by third-party ad servers is subject to their own privacy policies and is not covered by our Privacy Policy. Opting out of these services does not mean you will no longer

receive online advertising. It does mean that the service from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

- e.) **Usage Logs.** When you use our services, your computer communicates a variety of Information to computer servers, including the existence of cookies, your Internet Protocol address, and information about your browser program. We also create a record of Information you are requesting, such as the page or subject areas you are visiting.

## 2. How We Use the Information

- a.) **To Contact You.** If you have chosen to receive information on bookmarked properties from listing organizations, Action Real Estate and/or actionrealestate-nm.com will provide your email address, as well as any Information you provide on the Account, to its member listing organizations in order for them to provide you with property details probably not otherwise available.
- b.) **Entity Sale.** We may disclose, transfer, sell or assign Information obtained through actionrealestate-nm.com, or otherwise in its possession, to third parties as a result of a sale, merger, consolidation, change in control, transfer of substantial assets, reorganization or liquidation of Action Real Estate or actionrealestate-nm.com. You will be notified via email or prominent notice on our Web site for 30 days of any such change in ownership or control of your Information.
- c.) **Social Information.** In addition, when you are signed in and using actionrealestate-nm.com through Facebook, Twitter, or any other third-party authorization service, we may make use of the Information that they provide us to further customize your actionrealestate-nm.com experience.
- d.) **Investigations.** We may also make Information available to law enforcement personnel and agencies when requested to do so or as required by law, subpoena or court order. We may disclose Information that is useful or helpful to prevent, investigate or address possible wrongdoing in connection with any service provided by us, and to protect our services as well as our users, affiliates, vendors, us or the public. Information you provide to us relative to complaints or comments about another may be shared with the person or entity to which the complaints or comments were directed.
- e.) **Retention and Termination.** We will retain your Information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at actionrealestatenm@gmail.com. We will retain and use your information as necessary to comply with our legal obligations, perform investigations, resolve disputes, and enforce our agreements.

## 3. You Have Choices

Action Real Estate and actionrealestate-nm.com offer you the opportunity to correct, update and amend Information in a actionrealestate-nm.com Account at any time. Simply access your Account Settings page and change or update the Information there. If you have any concerns, please feel free to notify us by email or phone and we will make every effort to correct, update or amend your Information. You may contact us by email at [actionrealestatenm@gmail.com](mailto:actionrealestatenm@gmail.com) or call us at, 575.760.2660 and we will help you in any way possible.

## 4. Email Management

You may receive email from actionrealestatenm@gmail.com or Action Real Estate for a variety of reasons. We respect your desire to manage email correspondence. If you have an account with actionrealestate-nm.com, you can select your preferences through your account tools. Also, you can manage your receipt of some types of communication by following the instructions included in the email we send you. If you wish not to receive further emails from listing organizations after registering for an Action Real Estate Account, you must personally contact that listing organization and convey that information to them.

## **5. Storage and Security of Data**

We also want you to know that we take the security of your Information very seriously. We use industry accepted tools and procedures that protect the files in our data system. However, due to the open communication nature of the Internet we cannot guarantee that Information we retain or that communication between you and us and us and you will be free from unauthorized access by third parties.

## **6. Business & Privacy Issues with Links to Other Sites**

Neither Action Real Estate nor actionrealestate-nm.com are responsible for the availability of or the business and privacy practices of other websites which are linked or connected to actionrealestate-nm.com. We provide these links for information and service. We do not take responsibility for the contents, advertising, products or other materials made available through any other websites nor for their data collection practices. We refer you to their privacy statements and policies to learn how they collect and use information about you.

**7. Children** actionrealestate-nm.com is intended for general audiences and is not directed to children under 13. We do not knowingly collect Information from children under 13. If you become aware that a child has provided us with Information without parental consent, please contact us here. If we become aware that a child under 13 has provided us with Information without parental consent, we take steps to remove such Information and terminate the child's account.

## **8. Privacy Statement Changes**

Action Real Estate and actionrealestate-nm.com reserve the right to change or amend its Privacy Policy to address new issues of privacy and information security and to reflect changes to actionrealestate-nm.com. Any new changes and/or amendments will be noted on our homepage and will always be posted in this section of actionrealestate-nm.com. If we make material changes to this policy in how we use your personal Information, we will notify you here, by email, or by means of a notice on our home page prior to the changes taking effect.

## **9. Questions About Our Privacy Policy?**

If you have any questions about Privacy Policy or the practices of this website, you can send an email to [actionrealestatenm@gmail.com](mailto:actionrealestatenm@gmail.com), or send correspondence to 122 W 21<sup>st</sup> Street Clovis, NM 88101. You can reach us by phone at 575.760.2660.