



Privacy Policy

Effective Date: January 1, 2022

This Privacy Policy (“**Policy**”) describes the personal data collected by or on behalf of MLS Aligned, LLC (“**Company**,” “**we**,” “**us**,” or “**our**”) and its vendors through this website (“**Site**”) and our mobile apps (“**Apps**”), and how such data is used and shared. If you have questions or concerns about this Policy, please contact us.

We may modify this Policy at any time. All changes will be effective immediately upon posting to the Site. Material changes will be conspicuously posted on the Site or otherwise communicated to you.

We Collect Data You Provide

Personal Information. If you elect to provide information that personally identifies you (“**Personal Information**”) such as your name, email, mailing address, or phone number, we will collect, use, and share it pursuant to this Policy and applicable law.

Personal Information is required to use certain Site and App features, for example, to request information online, contact us via email, phone, or our Contact Us form (where we may retain your message’s content and our response), and respond to communications from us.

Feedback. When you provide comments or feedback about our Site, the content on the Site, or our products or services (“**Feedback**”), we will not treat that Feedback as confidential, and we may use that Feedback for any purpose in our sole discretion so long as it does not personally identify you. Feedback will be used without attribution or compensation to you.

Business Contracts with Us. When a business contracts directly with us for the purchase of our products or services, we may collect the business contact information of those involved. The processing of any information provided in such a business context is governed by the contracts between that business and Company.

Data Automatically Collected

IP Addresses, Cookies, & Similar Tracking Technologies. When you use the Site, we and our Site vendors use technologies such as cookies (i.e., small pieces of data stored on your device’s hard drive by your browser), web beacons, pixel tags, and similar technologies to automatically collect internet protocol addresses assigned to the computers and other devices you use, your internet service provider, device ID number, approximate geographic location, browser type, Site pages visited, websites you access before and after visiting the Site, and data related to how and when you use the Site (e.g., date and time stamps, clickstream data, and data about search terms and websites that direct you to the Site). We may combine this data with Personal Information and data obtained from third parties.

The Site may use session and persistent cookies to collect and store data about your preferences and navigation to, from, and on our Site. Session cookies are used to complete transactions and for other purposes such as counting visits to certain webpages. Session cookies are eliminated when you exit your browser. Persistent cookies may be stored on your computer by your browser. When you log in, persistent cookies tell us if you have visited the Site before or if you are a new visitor.

Most browsers automatically accept cookies. You can disable this function, but disabling cookies may impact your use and enjoyment of the Site.

Do Not Track Requests. DUE TO THE AUTOMATIC COLLECTION OF DATA USING COOKIES, WE DO NOT HONOR “DO NOT TRACK” REQUESTS.

Analytics. We may occasionally enable and implement various analytics tools, such as Google Analytics, which is an analytics tool provided by Google to collect and process data consisting of certain telematics about your use of the Site. Google sets and reads cookies to collect such data and your web browser will automatically send such data to Google. Google uses this data to provide us with reports that we use to improve the Site’s structure and content.

We may occasionally enable and implement additional add-on services to Google Analytics, such as Demographics and Interest Reporting. Demographics and Interest Reporting uses cookies to collect data about our Site traffic by tracking users across websites and across time to provide us with analytics on our user base.

To learn more about how Google uses data, visit [Google’s Privacy Policy](#) and Google’s page on “[How Google uses data when you use our partners’ sites or apps.](#)” You may download and install the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use. Using the Google Analytics Opt-out Browser Add-on does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Sites](#).

How We Use & Share Data

Beyond the uses and sharing described above, Company and its vendors may use and share Personal Information as described below. We do not sell or rent Personal Information except as stated in this Policy and as permitted by applicable law.

Purpose Collected & Communication with You. We use and share Personal Information for the purpose for which it was collected. For example, if you contact us for support or assistance, we may use Personal Information to contact you and assist you with your request. We may use Personal Information to notify you of Site changes (e.g., changes to our Terms of Use or this Policy), and if you opt in, to send you marketing communications.

Shine the Light. Pursuant to California Civil Code Section 1798.83, if you are a California resident, you have the right to obtain: (a) a list of all third parties to whom we may have disclosed your Personal Information within the past year for direct marketing purposes, and (b) a description of the categories of Personal Information disclosed, by contacting us per the “Contact Us” Section below.

Affiliates, Vendors, & Other Partners. We may share Personal Information with our affiliates, third-party vendors, service providers, suppliers, consultants, agents, , and other partners (including Site management and hosting, marketing and public relations, and email services) that provide data processing services to us (e.g., to support the delivery of, provide functionality on, or help to enhance the security of the Site) or otherwise process Personal Information for purposes described in this Policy or communicated to you when we collect such data. The parties described in this paragraph are authorized and may use and disclose Personal Information as needed to provide the applicable services to us and as provided by their own privacy policies.

Aggregated Data. We may use Personal Information to create anonymous aggregate data. We may use and share such aggregate data with our affiliates, vendors, and other third parties to: (1) analyze, develop, and improve the content and services that we make available, (2) inform business strategies, (3) understand the Site’s demographics and user preferences, (4) customize promotional emails and users’ Site experience, and (5) for other lawful purposes.

Security & Protection of Rights. We may use Personal Information and share it with third parties if we believe it is needed to operate the Site or to protect our rights or the rights of others, including sharing data needed to identify, contact, or bring legal action if our contracts, terms, or policies are violated or if required by law.

Business Transactions. All Personal Information is exclusively our property. If we undergo a change or contemplated change in control, acquisition, merger, reorganization, or asset sale, all Personal Information may be transferred, sold, shared, or otherwise shared with potential and actual successors, which will be bound by this Policy as it applies to Personal Information.

With Your Consent. With your consent, we may use or share Personal Information in ways not specifically described in this Policy.

Data We Do Not Intend to Collect

1. **Special Categories of Personal Information.** “Special Data” is any data that reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, or that involves genetic or biometric data or data concerning health or sexual orientation. We do not intend to collect any Special Data from you. Please do not provide Special Data to us.

2. **Children.** We are committed to protecting children’s privacy. The Site is not directed at children under 13 years of age. We do not knowingly collect, use, or share data from children under 13. If a parent or legal guardian learns their child provided us with Personal Information without his or her consent, please contact us.

Data Security

We use commercially reasonable technical and organizational measures to help secure all Personal Information against loss, misuse, and alteration. While we cannot guarantee it, we use industry-standard protections to help safeguard against such occurrences. If a breach of our systems occurs, we will notify you of the breach only if and as required under applicable law.

YOU UNDERSTAND THAT NO DATA TRANSMISSION OVER THE INTERNET OR A MOBILE DEVICE CAN BE GUARANTEED TO BE 100% SECURE. WHILE WE STRIVE TO PROTECT YOUR PERSONAL INFORMATION, WE DO NOT GUARANTEE THE SECURITY OF PERSONAL INFORMATION AND YOU PROVIDE PERSONAL INFORMATION AT YOUR OWN RISK.

Access from Outside the United States

This Site is operated and maintained by Company from the United States and is intended solely for a United States audience. If you access the Site from outside the United States, please be aware that Personal Information will be transferred to, stored in, and processed in the United States. U.S. data protection and related laws may not be as comprehensive as those from where you access the Site.

Third-Party Sites

The Site may link to, or be linked to, websites not controlled by us. We are not responsible for third-parties' privacy policies or practices. This Policy does not apply to any third-party websites or to any data that you provide to third parties. You should read the privacy policy for each website that you visit.

Access & Update Your Personal Information

To access or update your Personal Information as it exists in our records, please contact us using the information below.

Contact Us

If you have questions or concerns regarding this Policy, contact us at:

MLS Aligned, LLC
Attn: Privacy
130 South Priest Drive, Suite 101
Tempe, AZ 85281
ContactUs@AlignedShowings.com

[480] 921-7777