

## Privacy Policy

MetroTex Association of REALTORS® Inc, North Texas Real Estate Information Network, Inc, North Texas Real Estate Resources, Inc, MetroTex Key Services, Inc. and MetroTex Commercial Data Exchange, Inc. (collectively referred to as "MetroTex" "we" or "us" or "our") respect the privacy of our member, users, employees, website visitors, and other stakeholders, affiliates and service providers ("user" or "you") and we understand your concern about your information shared by you with us. As such, we ensure we safeguard the information provided by you and honor your requests for confidentiality when you interact with us through various channels including but not limited to our website, apps, third party social networks etcetera ("**Platforms**").

This Privacy Policy ("**Policy**") is intended to comply with applicable privacy laws, including the Texas Data Privacy and Security Act (TDPSA), where applicable. It explains how we collect, use, store, (under certain conditions) disclose and safeguard your information. By interacting with us through any of the Platforms directly or through any other media form, media channel, mobile website, or mobile application related or connected thereto, you accept the terms and conditions described in this Policy. Please read this Policy carefully.

We reserve the right to make changes to this Policy at any time and for any reason. We will alert you about any changes by updating the "Last Updated" date of this Policy. Any changes or modifications will be effective immediately upon posting the updated Policy on our Platforms, and you waive the right to receive specific notice of each such change or modification. If the changes are significant, we may, at our sole discretion, provide a more prominent notice (including, for certain services, email notification of Policy changes). We will also keep prior versions of this Policy in an archive for your review.

### What information do we collect?

We gather the following types of information needed to process your transactions, fulfill your requests, and maintain our membership records. Where required, we will obtain your affirmative consent before collecting or processing sensitive personal data, in accordance with the TDPSA.

- **Personal Information:** Name, contact details (email, phone, mailing address), membership details, company affiliation, job title, and professional credentials.
- **Financial Information:** Payment details for membership dues, event registrations, and other transactions.
- **Website Usage Information:** IP addresses, domain name browser type, pages visited, and cookies for site optimization.
- **Event & Training Data:** Attendance records, certifications, and feedback from association-sponsored events.
- **Communication Data:** Emails, inquiries, and interactions with our association.
- **Information you volunteer,** via applications or surveys (for example, education, designations, specialties, affiliations with other real estate organizations and general demographic data).

**Minors.** Our services are not directed at children under the age of 13. We do not knowingly collect personal data from children. If we learn that a child under 13 has provided us with personal information, we will delete it immediately.

### **How do we collect your information?**

You directly provide us with most of your information that we collect. We collect information through:

**User submissions** via membership registrations, dues payment, event sign-ups, inquiries and feedback surveys.

**Automated collection** via cookies, tracking tools, and website analytics.

**Third-party sources**, including business partners, social media platforms, and research organizations.

Secondly, some information may be collected automatically when you visit or use our Platforms (and those of our third-party service providers acting on our behalf), such as information collected by cookies and other technologies (such as web analytic tools and pixel tags) on our Platforms.

Lastly, we may also collect information about you from other sources. These other sources may include:

- our trusted business partners;
- social media sites and apps;
- research organizations; and
- intermediaries that facilitate data portability.

### **How we use your information?**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Platforms including but not limited to:

- Create and manage your membership account.
- Fulfill and manage payments, and other transactions.
- Monitor and analyze usage and trends to improve your experience with our Platforms.
- Improve and customize the content and layout of our sites and other communications tools, such as our online eNewsletters.
- Provide and improve our services, events, and programs
- Notify you of updates to our sites.
- Notify you of relevant products, member benefits and services.
- Notify you of upcoming events and programs, newsletters or announcements.
- Notify you of billings posted to your account, processing payments and event registrations.
- Complying with legal or regulatory requirements.
- Track usage of our sites
- Assist state and national REALTOR® associations and affiliated Institutes, Societies and Councils in membership tracking and for their use for purposes similar to those listed above.

We may further anonymize data about users of the Platforms generally and use it for various purposes, including or a link contained in an email to those registered to receive them, and supply that anonymized data to third parties such as publishers. However, that anonymized data will not be capable of identifying you personally.

We collect and process your personal data solely for the purposes stated in this policy, ensuring compliance with the TDPSA and other applicable laws.

**Information Sharing & Disclosure.** We do not sell or rent personal information. We also do not share personal data for targeted advertising purposes. If this changes, we will provide an opt-out option as required by law. However, we may share information in the following circumstances:

- **With Service Providers:** Third-party vendors assisting with payment processing, email distribution, IT services, and event management.
- **With Affiliates & Partners:** National and state Realtor® associations, MLS providers, and affiliate partners in connection with sponsored events and other professional activities.
- **Safety and Risk Management:** To prevent harm to our tangible or intangible property, ensure the safety of individuals, or facilitate the recovery of amounts owed to us.
- **Business Transitions:** In connection with mergers, acquisitions, reorganizations, financing, or the sale of assets, or in the event of insolvency, bankruptcy, or receivership, personal information may be transferred as part of our business assets. We are not obligated to provide notice of such transfers.
- **As Required by Law:** When necessary to comply with legal obligations, respond to regulatory requests, or protect our rights and members.
- **With Your Consent,** if you explicitly agree to additional sharing.

**Data Security.** We implement reasonable administrative, technical, and physical safeguards, including [encryption, multi-factor authentication, etc.], to protect your data in compliance with Texas privacy laws.

**Data Retention.** We retain personal data for as long as necessary to fulfill the purposes outlined in this policy or as required by law. When no longer needed, we securely delete or anonymize information.

**Your Rights & Choices.** Depending on applicable laws, including the TDPSA, you may have the following rights regarding your personal data:

- **Right to Know:** You have the right to know whether we are processing your personal data and to obtain the personal data in a readable format
- **Right to Correct:** You may request that we correct inaccurate personal data about you, taking into account the nature of the data and the purposes for processing the data
- **Right to Delete:** You may request the deletion of personal data we have collected about you, subject to certain exceptions.
- **Right to Opt Out:** You may opt out of the processing of your personal data for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.
- **Right to Not Face Retaliation:** You will not face retaliation or discrimination for exercising these rights.

If we deny your request regarding your personal data, you have the right to appeal our decision. To appeal, please contact us at the details provided below within 30 days of receiving our response

To exercise these rights, contact us at [communications@metrotex.com](mailto:communications@metrotex.com)

**Cookies & Tracking Technologies.** Our website may use cookies and similar technologies to enhance user experience and analyze site traffic. You can manage cookie preferences through browser settings.

**Third-Party Links.** Our website may contain links to third-party sites. We are not responsible for their privacy practices, and we encourage you to review their policies.

**Updates to This Policy.** We may update this Privacy Policy periodically. Changes will be posted on our website with the effective date. Continued use of our services indicates acceptance of the updated policy.

## **Contact Us**

For questions or concerns regarding this Privacy Policy, contact:

**MetroTex Association of REALTORS®,**

1701 Kinwest Pkwy, Irving, TX 75063

[communications@metrotex.com](mailto:communications@metrotex.com)

214-637-6660

You are advised to obtain independent legal advice in relation to your data protection rights under applicable laws.