



## PRIVACY POLICY

Effective as of June 24, 2020

NoviHome, LLC (“we”, “us”, “our”) is committed to protecting the privacy of visitors and users of the NoviHome.com website (the “Website”), the NoviHome software applications (the “Software”), the NoviHome Member Benefits Program (the “Benefit Program”), and all which make up the services available through us (referred to herein as the “Services” and each, as a “Service”). When you access, browse, agree to or use the Services, your personally identifiable information and business information (“personal information”) may be collected, transferred, processed, stored, and disclosed in accordance with this privacy policy (“Policy”). This Policy governs the information collection, use, and disclosure practices for the Services. By accessing, browsing, or using the Services, including registering an account with our Services, you, and in the event the person accepting this Policy is authorized to do so on behalf of another person or entity, expressly consent to the collection, transfer, use, processing, and storage of your information (including personal information), as described in this Policy. Please fully review this Policy before you use the Services or submit information to us. **If you do not agree with this Policy or the information collection, use, and disclosure practices described in this Policy, you agree not to use the Services or register for an account. You can opt-out of the Services at any time as described below in Section 10.**

### 1. INFORMATION COLLECTION PRACTICES

This Section 1 of the Policy outlines the various ways that we gather information about you.

1. **Information that You Provide.** We collect and store information that you enter through the Services or give to us in any other way be it from you or a person acting in your behalf (jointly or singularly referred to herein as “you” or “your”). This section, provides examples of the information that you provide to us. You can choose not to provide certain information to us, but then you might not be able to access or use all of the Services.
  - a. **Account Registration and Login.** You may visit and browse the Website without registering or submitting personal information about you. However, to use the Services, you will be required to register for an account and, if you use multiple Services, you may be required to register for a distinct account for each Service (each, an “Account”) by entering your information or by using your credentials from a third-party site or service, such as Facebook, LinkedIn, or Google (a “Third-Party Account”) if such is available. When you register for an Account, you will be asked to provide some personal information, such as your first name, last name, date of birth, gender, address, email address, phone number, password, and interests. Real Estate product or service providers (each a “Company”) who register for an Account to use certain Services will be required to provide personal information relating to their Company, such as Company name, type of specialty, products and services, locations, Company contact information, and other relevant information.

If you choose to register for an Account using your credentials from a Third-Party Account, you will be asked for your Third-Party Account user name, password, and other information to allow us to verify that you have an account with the third-party site or service. We may use your Third-Party Account credentials to obtain information about you from the third-party site or service, as further described in Section 1.3, Information that is Collected from Other Sources. When you register for an Account and log in to a Service you must provide your current, complete, and accurate information. It is your responsibility to keep your information up to date. We are not responsible for any problems, interruptions in access, or liability that may arise if you do not give us complete and accurate information or if you fail to update your information so that it is current.

- b. **NoviHome Member Benefits Program.** If you choose to be a Member of our NoviHome Member Benefits Program, you will first accept our NoviHome Member Benefits Program Terms, as well as this Privacy Policy, both of which describe how your information will be used so that third party companies can contact you directly to offer discounted products and services.
    - c. **Profile Creation.** After you register for an Account, some Services will ask you to create a user profile (a “Profile”). If you choose to create a Profile, we will collect and store personal information about you that you provide when you create your Profile, such as, but not limited to, your Profile image, name, phone number, locations, your gender, your age range (e.g., under 25, 25-45, 46-66, and 67 and over), and your ZIP code and, if you are a Company creating a Company Profile, your specialty area and products or services, office address and telephone number, before and after photos, other office locations, and other relevant information.
    - d. **Correspondence; Contact Us Feature.** If you send us personal correspondence, such as emails or letters, or if other users or third parties send us information about your use of the Services, we may save the information in a profile specific to you.

Additionally, we collect and store the personal information you provide when you use the contact us feature within the Services, such as your first name, last name, address, email address, the reason for your inquiry, and your comments.

- e. **Job Applications.** We collect and store personal information when you submit contact, resume, qualification, and other biographical information to us in connection with submitting a job application using the Services. Unless we specifically ask for personal information about you during the job application process, please do not provide it. For example, don't send us a social security number simply because it is in your resume—remove it before submitting your resume.
  - f. **Your Use of the Services.** We may collect and store the information that you and other users provide when you and they use and interact with the Services. For example, we may collect and store your responses to surveys and questionnaires; the interests you have; the information you provide when interacting with customer service; the billing, shipping, payment, and other information you provide to us or third party affiliates; your product and Service reviews; your images and videos; and other information you provide about your needs, importance, and aspirations.
2. **Information that is Automatically Collected.** We may collect and store information about you and any computer or device you use to access or use the Services automatically using a variety of technologies. This section, Information that is Automatically Collected, provides examples of information that we collect about you automatically. We may collect this information for the purposes described in this Policy, including to better understand our customer base and to improve the quality of the Services.
    - a. **Device Information.** We may collect and store device-specific information, including your computer and mobile devices, your operating system version, and browser version. We may associate your device-specific information with you and your Account.
    - b. **Log Information.** When you use or interact with the Services, we and our service providers automatically collect certain information in our server logs, software, and dashboards. Generally, this information does not directly identify you, and may include your internet protocol address, browser type, and pages viewed.
    - c. **Location Information.** To provide you with the best opportunities in your location and demographics, if you give us permission through the Services, we may collect location information (including geolocation and GPS location) about you through the Services or your devices. Once you have given us permission to collect location information, we may continue collecting that information without asking permission again. You may be able to disallow our use of certain location data through your device settings, for example, by disabling "Location Services" for the Services in the privacy settings on your device. If you block the use of location information, some features of the Services may be inaccessible or not function properly. Our third-party analytics provider may also collect location information about you, as described in Section 3.3(b) below.
    - d. **Cookies and Other Tracking Technologies.** We and third parties with whom we hire, affiliate with, or partner with (including Google Analytics) may use cookies, web beacons, tracking pixels, web bugs, scripts, tags, and other similar technology (collectively, "**Cookies**") to record information about your activities on the Website and on third-party websites that you visit. Some Cookies remain on your device until you delete them; others are stored only during an individual session. You may set your device settings to attempt to reject Cookies, but doing so may affect functionality of the Website. See Section 4 (Online Tracking and Your Choices) for more information on how the Website may respond to your device settings. We do not control the use of Cookies by third parties. See Section 3.3 (Sharing with Third Parties) for more information and review the privacy policies of all third-party providers for information about third-party Cookies.
  3. **Information that is Collected from Other Sources.** We may collect and store information about you from other sources. This section, Information that is Collected from Other Sources, provides examples of information that we collect from other sources. For example, when you register for an Account or log in to the Services using your credentials from a Third-Party Account, we may use your Third-Party Account credentials to collect information about you from the applicable third party (the "**Third-Party Service**"). For example, if you register for an Account using your LinkedIn, Facebook, or Google account credentials, we may use your credentials to obtain your profile information, friend list, email address, birthday, likes and other information.
  4. **Information that is Collected by Third Parties.** Some Services link or allow you to access or sign up for services provided by third parties ("**Third Party Sites and Services**"). The administration, collection, use, and disclosure of personal information by Third Party Sites and Services are subject to the privacy policies and terms and conditions of the third-party operator, which you acknowledge we do not control.
2. **HOW WE USE INFORMATION**

This Section 2, outlines the various ways that we use the information that we collect about you.

    1. **General.** We may use your personal information (including tracking information) to manage your Account. We may also use it to operate, maintain, and improve the Services and any successor or future versions of the Services (including to provide you a more personalized experience); allow you to log in more conveniently; understand where requests originate; conduct security and statistical analysis; communicate with you; produce traffic volume statistics; maintain a record of customer service requests; provide you information about products and services (including products and services of third parties); sell and deliver third party advertising and marketing to you; conduct research; resolve disputes; collect fees owed; detect and protect against errors, fraud,

and criminal activity; assist law enforcement; enforce this Policy and any other terms related to the Services; as described in this Policy; and for any other lawful purpose, including for financial or commercial purposes.

2. **Provision of Services.** We use your personal information to provide the Services to you. For example, we use your personal information to fulfill orders that you place through the Services; to provide customer service; and to respond to your requests for information.
3. **Email Communications.** We may use your personally identifiable information to send you emails or other communications related to your Account or the Services, or in response to your inquiries or requests. With the need to communicate with you, you may not opt-out of receiving service-related messages that are not promotional in nature. We may also send you advertising and marketing emails, surveys, or newsletters to notify you about products or services that may be of interest to you. If you would like to stop receiving advertising and marketing emails from us, please click on the unsubscribe link at the bottom of any marketing email you receive. If you opt-out, you will continue to receive service-related emails.
4. **Phone Communications.** We may use the phone number you provide relating to your Account or the Services to communicate with you via notifications, text messages or telephone calls. With the need to communicate with you, you may not opt-out of receiving service-related phone communications that are not promotional in nature. We may also send you advertising and marketing emails, surveys, or newsletters to notify you about products or services that may be of interest to you. If you would like to stop receiving advertising and marketing telephone communication from us or any third party, please opt-out; however, you will continue to receive service-related emails relating to the Services.
5. **Service Communications and Notifications.** We may use your personal identifiable information for administrative purposes relating to your Account, including to reset your password, login and out of Services. You may also receive notifications, marketing, and advertising communications from Company or us. You may be able to turn off Service Communications and Notifications on the Services through device settings or preferences.
6. **Resumes and Job Applications.** We may use personal information that you provide when you submit contact, resume, qualification, and other biographical information to us in connection with submitting a job application in connection with our hiring and recruiting process, and if you are hired, your employment with us.
7. **Non-identifying and Aggregated Information.** We may use non-identifying information for any lawful purpose, including analyzing trends, research, Services administration, tracking users' movements around the Services, to improve our business and the Services, and for financial and commercial purposes.
8. **Retaining Your Information.** In general, we will retain your information indefinitely, or as long as legally required or allowed; however, you agree that we are not obligated to retain your information and may delete it at any time. If you cancel your Account or your Account is otherwise terminated, we may, but are not obligated to, delete information we have collected or obtained from you and third parties and we may continue to use and disclose it in accordance with this Policy.

### 3. HOW WE SHARE INFORMATION

This Section 3, describes how we share the information that we collect about you with other parties.

1. **Generally.** We may share your personal information with third parties for any lawful purpose, including analyzing trends, research, Services administration, tracking users' movements around the Services, to improve our business, products, services, the Services, and for financial or commercial purposes.
2. **Sharing on the Services.** Some of the Services allow users to connect and communicate with others. This section, Sharing on the Services, provides examples of how we share your information with others to allow you to connect with others through the Services.
  - a. **Your Profile.** Other users of the Services may view your Profile information, including your user name, your city and state, your Profile image, and a summary of your recent activity on the Services, such as products or services you've reviewed. If you are a Company with an Account or Profile, users will also see your products, services, and specialties; biographical; and contact information that you provide in your Profile, including your telephone number, address, and email.
3. **Sharing with Third Parties.** We may share information about you with third party companies to help us operate and improve the Services, to provide and promote our products and Services to you, to allow companies with third-party products and services to contact and/or market directly to you and as otherwise authorized by law. Additionally, we may be required to disclose information about you to comply with laws, or in connection with a business transition. This section, Sharing with Third Parties, provides examples of how we share your information with third parties.
  - a. **Google Analytics.** We may use Google, or a similar third-party analytics provider, to collect information about Website usage and users of the Website. Google uses cookies to collect usage information from users that visit the Website, including information about the pages where users enter and exit the Website, what pages users view on the Website, time spent on each page, browser version, operating system, internet protocol address, and geolocation information. Cookies allow Google to recognize a user when a user visits the Website and when the user visits other websites. Google shares the information it collects

with us. For more information regarding Google's use of cookies and collection and use of information, see the Google Privacy Policy at <https://www.google.com/intl/en/policies/privacy>. If you would like to opt out of Google Analytics tracking, please visit the following link: <https://tools.google.com/dlpage/gaoptout>.

- b. **Legal Requirements.** In some cases, we may disclose your personal information as required by law; if we believe that disclosure is needed to protect our rights; to government regulators; to law enforcement authorities; in connection with any judicial proceeding, court order, subpoena, or legal process served on us or the Services; and to respond to a physical threat to you or another person.
- c. **Insolvency and Business Transitions.** If we ever file for bankruptcy or engage in a business transition such as a merger or joint venture with another company, or if we purchase, sell, or reorganize all or a part of the Services or our business or assets or the business or assets of our affiliates, we may disclose your personal information, including to prospective or actual purchasers in connection with one of these transactions.
- 4. **Disclaimer.** We cannot ensure that all of your personal information will never be disclosed in ways not otherwise described in this Policy. For example, we may be required to disclose personal information to the government or third parties under certain circumstances, third parties may unlawfully intercept or access transmissions or private communications, or users may abuse or misuse your personal information that they collect from the Services. No storage or transmission of data can be 100% secure.

#### 4. TRACKING AND YOUR CHOICES

- 1. As discussed above, because we and our third party service providers automatically collect Services usage information through the use of Cookies (including as described in the "Information that is Automatically Collected" section above, and otherwise in this Policy), your selection of the "Do Not Track" or mobile device privacy setting options provided by your browser or mobile device may not have any effect on our collection of automatically collected information. One way to attempt to "opt out" of the collection of any information through Cookies and some (but not all) other tracking technology is to actively manage the settings on your browser and mobile devices to delete and disable Cookies and other tracking/recording tools. However, getting a "Do Not Track" signal to work as you might want is difficult and may not be possible and it is similarly difficult to privatize a mobile device. Using browsers as an example, not all tracking technologies can be controlled by browsers; unique aspects of your browser might be recognizable even if you disable a tracking technology; not all settings will necessarily last or be effective; even if a setting is effective for one purpose data still may be collected for another; and even if one website observes a "Do Not Track" signal, that website usually will not be able to control other websites. Additionally, if you select a "Do Not Track" option, disable Cookies, or turn off settings on your computer devices and mobile devices, certain Services may become unavailable or may not function properly.
- 2. You may adjust certain aspects of how the profile associated with your Account appears to other users of the Services by editing your preferences within the "Settings" area of certain Services.

#### 5. INFORMATION SECURITY MEASURES

Keeping secure personal information and potential trade secrets that we collect is of great concern to us. While we have mechanisms in place to safeguard your personal information once we receive it, no storage or transmission of data can be guaranteed to be 100% secure. When you provide information to the Services, you do so at your own risk.

#### 6. CHILDREN

The Services are intended for users over the age of 18, and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you become aware that a child has provided us with personal information without parental or legal consent, please contact us by using the contact information in the Privacy Questions section at the bottom of this Policy, and we will take steps to remove the information and terminate the child's Account.

#### 7. GOVERNING LAW AND JURISDICTION

You agree that this Policy will be included, interpreted, and considered as part of either that NoviHome Service Agreement, NoviHome Terms of Use Agreement or NoviHome Member Benefits Program™ Agreement depending upon which agreement you agreed to which incorporates this Policy therein by reference.

#### 8. ACCESSING AND UPDATING YOUR PERSONAL INFORMATION

If you would like to update your personal information associated with your Account, you may make such changes in the "My Profile" or "Settings" portions of the Services. If you would like to cancel your Account, please contact us using the contact us feature within the Services. If you do not want your information accessed or stored as described in this Policy, you should not access, use, or register an Account with the Services.

#### 9. MODIFICATION OF THIS POLICY

We will occasionally update this Policy. When we post changes to this Policy, we will revise the "Effective Date" at the top of this Policy. You agree that you will check the Services from time to time to inform yourself of any changes in this Policy or any of our other policies. By continuing to access or use the Services after a change to this Policy becomes effective, you agree to the revised Policy.

## **10. OPT-OUT POLICY**

You can opt-in or opt-out of the NoviHome Services at any time and for any reason. To opt-in or opt-out, you can simply contact NoviHome support via email at [support@novihome.com](mailto:support@novihome.com). You can also change this setting by logging into the NoviHome software at [my.novihome.com](http://my.novihome.com) and change your preference in the menu. You can also contact any third-party company directly to opt-out for their specific products or services.

## **11. PRIVACY QUESTIONS**

If you have questions or concerns about our privacy practices, please email us at: [privacy@novihome.com](mailto:privacy@novihome.com).