

PRIVACY POLICY

Effective Date: 12/23/24

This website, www.alljerseymls.com, including without limitation its home page and all other web pages and subdomains (collectively, the “**Site**”), is owned and operated by the Middlesex County Multiple Listing System, Inc., doing business as ALL JERSEY Multiple Listing System (“**AJMLS**”, “**we**”, or “**us**”). This Privacy Policy applies to the Site and the products, services, features, and applications owned by AJMLS and made available through the Site, including the provision of multiple listing services and the AJMLS listing database (collectively, the “**Services**”). This Privacy Policy does not apply to any third-party websites or services that may now or at some future time be linked to or from the Services, nor does it apply to information we may collect offline.

What is covered in this Privacy Policy:

- What Personal Information, as defined below, we collect about you;
 - How we use your Personal Information;
 - With whom we share your Personal Information;
 - Your choices regarding the collection, use, and sharing of your Personal Information; •
- How we protect your Personal Information; and
- How you can review or make changes to your Personal Information.

Consent to Policy.

This Privacy Policy describes how we collect, use, and share information obtained when you use or interact with the Services. By using our Services and/or providing us with your Personal Information, you accept this Privacy Policy and consent to the collection and use of your information as described in this Privacy Policy.

Updates to this Privacy Policy.

We reserve the right to change or amend this Privacy Policy at any time to reflect changes to our Services or privacy practices. If we make changes to our Privacy Policy, we will notify you by posting the new Privacy Policy here and updating the “Effective Date” at the top of this Policy. By using the Services and/or providing us with any Personal Information after any changes to this Privacy Policy, you consent to the new terms. It is your responsibility to regularly review this Privacy Policy for any changes or updates.

What Information We Collect.

In order to make certain features of the Services available to you, we may ask you for Personal Information, and we may collect certain non-personal information about you and your computer. “**Personal Information**” is information that can be used to personally identify you, including but is not limited to your name, business or firm name, physical address, email address, telephone number, demographic information, real estate license number, or account username and password.

When you use the Services, we may collect the following Personal Information from you:

- Account Information. When you sign up to participate in or subscribe to AJMLS, submit a membership application or other form, or enter property listings into the AJMLS system, we collect Personal Information from you, including your name, firm name, address, phone number, email address, real estate license number, username, password, birthdate, professional associations, and other Personal Information you provide.

- Use of the Services. When you use the Services, we collect information about your interaction with the Services or information that you input directly into the Services, such as listing information or content you submit, products or services purchased or used.
- Correspondences. When you correspond with us, sign up for our mailing list, contact technical support, complete the “Contact Us” form on the Site, or send us communications, we collect information related to the correspondence between you and us, including without limitation your name, email address, account information, and the contents of the communication.
- Information from other sources. We may collect Personal Information about you from third parties, which will be combined with Personal Information we collect directly from you. We may collect Personal Information about you from the following types of third parties:
 - *Service Providers* – We may receive Personal Information about you from our third party service providers, such as our payment processor, MLS system provider, email distributor, service partners, and other service providers. **Please note that AJMLS does not collect or store payment card information. Payment card information is submitted directly to our payment processor.**
 - *Contractors* – We may receive Personal Information about you from your or our contractors, such as when your contractors request a listing database feed on your behalf.
 - *Government Agencies and Public Authorities* - We may collect Personal Information about you from the New Jersey Real Estate Commission or other government agency or legal sources, if you are a real estate professional.
 - *Other Users* – We will collect Personal Information about you, such as your name, firm name, address, real estate license number, from your managing broker, or from other users of the Service when related to a transaction, notice, complaint, or dispute.
 - *Social Media* – If you interact with AJMLS on social media, we may collect your username, profile information, and the contents of your interaction.
- Information you voluntarily provide. We collect any other Personal Information that you voluntarily provide to us.

Usage Data

When you access and use the Services, we may collect certain anonymous data usage information about you or your device by automated means (your “**Usage Data**”). Your Usage Data cannot be used to personally identify you. Usage Data includes your browser type, your device’s internet protocol (IP) address, pages of the Site you visited, the time and date of your visit, duration of your visit, your general location, your device operating system, and other anonymous information about you or your device. We also collect anonymous information about you through the use of cookies, as described below.

Cookies and Similar Technology

We may use “cookies” or similar technology on the Site or may allow third parties to place cookies on the Site. “Cookies” are small text files sent by web servers and stored on the computers of website users. These files often contain personalization settings or unique identifiers so that your computer or device can be recognized the next time you access the Site. Cookies track your use of the Site or functions performed while using the Services, such as the type of browser you use, the pages of the Site viewed and the duration of your visit. We use cookie data to improve your experience with the Site, authenticate users, remember your account information, analyze

traffic to the Site and use of the Services, and other internal purposes. Cookies alone do not personally identify individuals or contain any Personal Information. Most web browsers automatically accept cookies, but you may be able to change your browser settings to prevent accepting cookies or display a warning before cookies are accepted. If

you choose to disable the acceptance of cookies from the Site, certain features of the Site or Services may not function properly. We do not use advertising cookies on the Site or Services, nor do we allow third parties to place advertising cookies on the Site or Services.

We may use other technologies in the Services, including without limitation “web beacons”, “clear GIFs”, “pixels” and/or “tags”, that are information embedded into an image or feature. We use these technologies to gather data, such as measuring Site and page traffic, monitoring your interaction with emails or newsletters we send, understanding user interests and activity, gathering related information (such as information relating to a particular browser, device or IP address), and positioning images, and typically do so without detracting from your online experience. These technologies do not collect Personal Information.

How We Use Your Information.

We use your Personal Information for the following purposes:

- Register and Manage Your Account. When you apply for membership in AJMLS, we use your Personal Information to confirm your identity, determine your eligibility for membership, register your account, and provide membership in AJMLS.
- Provide Services. We use Personal Information we collect about you in order to provide and maintain the Services, process your transactions, analyze compliance with AJMLS rules and policies, offer support, and monitor usage of and interaction with the Services.
- Tailor the Services and Website. We use your Personal Information to personalize and deliver content, verify your identity, remember your preferences, improve the features of the Services, develop new products or services, and troubleshoot the Services.
- Correspond with You. We use your Personal Information to send you mail, emails, phone calls, text messages, or other communications regarding the Services, your account, security, system downtime, new features, and updates to the Services, our EULA, AJMLS policies, or this Privacy Policy, or to respond to your requests.
- Marketing. We use your Personal Information to notify you about products, services, or special events offered by AJMLS, our service providers, or our affiliates. You may opt-out of some marketing communications. See the “Opting Out of Communications” section of this Privacy Policy.
- Security. We may use your information to analyze the security of the Services and to help detect and resolve any security incidents.
- Legal Compliance. We may use your Personal Information to comply with any legal obligation and to enforce our EULA, other AJMLS policy, or our legal rights.

We use your Usage Data to monitor general use of the Services, trends, web traffic, interaction with the Services, to improve the Services, and for any other purpose permitted by law.

How We Share Your Personal Information.

AJMLS does not sell or rent your Personal Information, and only shares your Personal Information in limited circumstances unless you expressly direct us not to share your Personal Information. When we

share your Personal Information, we only disclose the specific categories of Personal Information required to fulfill the purpose for which the Personal Information was shared. We share Personal Information in the following situations:

- **Service Providers:** Like most businesses, we share your Personal Information with third parties that perform services for us or on our behalf. We engage the services of third parties to host the Site, provide the Services, process payment, distribute email and other communications, monitor and analyze use of the Services, market our Services, provide customer or technical support, authenticate users, and any other service providers we may retain from time to time. Service providers may also use your Personal Information to send you promotional materials about their products and services.
- **Other Members/Users:** If you are a member of AJMLS, some of your Personal Information is shared with other members through your participation in the Services, such as the AJMLS listing database and roster. Personal Information is also shared with users of the Site through our Broker Search portal.
- **Third Parties, With Your Consent:** We will share your Personal Information with other third parties when you expressly direct us to share it, such as with your affiliates, contractors, or syndication publishers. *Please note that the third-party's collection, use, and disclosure of your Personal Information will be governed by that third-party's privacy policy, not this Policy.*
- **Legal and Compliance:** We may share your Personal Information in response to a search warrant, subpoena, court order, or other legally valid process or request. We may also share Personal Information if we have a good faith belief that it is necessary to cooperate with investigations of law enforcement or other government agencies. Your Personal Information may also be disclosed where necessary for the establishment, exercise, or defense of legal claims.
 - **Safety and Security:** We may disclose your Personal Information, if we determine in our sole but reasonable discretion that disclosure is necessary to: (a) protect and defend our rights or property; (b) protect and defend the rights, property, safety, or security of our employees, contractors, members, or other users; (c) prevent or investigate unauthorized use of the Services, security breaches, or other wrongdoing; (d) prevent, detect, or investigate fraud, or (e) as otherwise required or permitted by law.
- **Merger or Sale of Business:** We may transfer Personal Information in connection with, or during negotiations of, a proposed or completed merger, acquisition, consolidation, or sale of our assets, or as part of a corporate reorganization or other change in corporate control.

Retention of Personal Information.

We will retain your Personal Information only for as long as is required by law or our record retention policy, is necessary to fulfill the purpose for which we collected the Personal Information, or to resolve disputes or enforce our rights and policies.

We may retain information about you that has been anonymized or deidentified, including your Usage Data, for internal purposes for an indefinite period of time.

Do Not Track.

Certain web browsers feature a "Do Not Track" tool which sends a signal to the website not to track the user's activity. Because there is not a universal understanding of how to respond to "Do Not Track" signals, the Services do not recognize or respond to such "Do Not Track" requests from Internet browsers or mobile devices. However, we do not track the activity of visitors to our Services across other sites, nor do we display targeted advertising on our Site.

Our third party analytics provider or other third parties may track your activity over time and across our Services; however, we do not permit third parties to track your activity for advertising purposes.

Texting.

- AJMLS may send messages regarding support, account management, and other avenues of member interaction. Only members of AJMLS who have opted in would receive SMS messages.
- You can cancel the SMS service at any time. Just text "STOP" to the short code. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up again through your Member Portal and we will start sending SMS messages to you again.
- Carriers are not liable for delayed or undelivered messages.
- As always, message and data rates may apply for any messages sent to you from us and to us from you. You will receive messages only as needed, but no more than twice per month, on average. If you have any questions **about your text plan or data plan, it is best to contact your wireless provider.**

Opting-out of Communications.

You may opt out of certain communications from us by clicking the "unsubscribe" link, or by contacting us at the contact information below. However, you may not be able to opt-out of some communications, including important announcements, legal notices, service-related communications, or notifications of changes to this Privacy Policy, the EULA, or other AJMLS policy.

How You Can Correct or Delete Your Information.

You can review, correct, or update your Personal Information by logging into your AJMLS account and making the appropriate changes or contacting AJMLS at the contact information listed below. We will respond to your request within a reasonable timeframe.

You can also request that we delete your Personal Information. If we do not have a legitimate reason to retain the information, we will delete it. However, we must retain some Personal Information in order to continue to provide the Services to you or to fulfill our legal or record-keeping obligations.

AJMLS does not control the Personal Information held by its members or input into the AJMLS system by members, including but not limited to the Personal Information of customers of members or buyers and sellers of real property listed in the AJMLS listing database. Requests to review, correct, update, or delete Personal Information under the control of an AJMLS member should be directed to that member.

Third Party Sites.

The Services may incorporate the products, services, or features of third parties, including without limitation payment processing or MLS system login. AJMLS is not responsible for such third party's use of your Personal Information.

In order to provide you with the Services, third party products and services, or other resources, the Services may link to websites owned by third parties. Those third-party websites may collect Personal Information about you. AJMLS does not control or endorse those websites, nor the information, products, or services found on those websites, nor are we responsible for their collection or use of your Personal Information, or the contents, advertising, privacy policies or other material available on such third-party sites. We encourage you to read the

privacy policies of any third-party websites you visit prior to providing them with your Personal Information. Questions about the information collection practices of a third-party website should be directed to the third-party website administrator.

Users Outside the United States.

The Services are provided from our facility located in the United States of America (U.S.) but may be accessed from anywhere in the world. If you access the Services outside of the U.S., your Personal Information will be transferred to, and stored on, servers located in the U.S., where the data privacy and security laws may not offer as much protection as those in your country of residence. By using the Services and providing any Personal Information, you consent to the transfer to, and storage and continued use of, your Personal Information in the U.S. Persons who choose to access the Services from locations outside the U.S. do so at their own discretion and initiative.

Children's Privacy.

We do not knowingly collect Personal Information from anyone under the age of 13. If we discover we have collected Personal Information from anyone under the age of 13, we will immediately delete such information. If you believe your child may have provided us with Personal Information without your consent, please contact us at info@alljerseymls.com.

How We Protect Your Information.

We have implemented industry standard administrative, technical, procedural, and physical security measures in an effort to safeguard the Personal Information in our custody and control against theft, loss and unauthorized access, use, modification, and disclosure. We restrict access to Personal Information on a need-to-know basis to employees, contractors, and authorized service providers who require access and who have been instructed on the confidential nature of the Personal Information.

You should know, however, that due to the open communication nature of the Internet, no transmission is 100% secure. We cannot guarantee that your transmissions to the Services and any Personal Information you enter into the Services will be free from unauthorized access by third parties. You enter Personal Information into the Services at your own risk.

You are responsible for maintaining the confidentiality of your account username and password and other account information in order to prevent unauthorized access to and use of your Account. If you believe your password has been compromised, notify AJMLS and change your password immediately.

Social Features.

The Services may include a feature that allows you to view or share content on social networks by initiating contact with such social networks or allowing you to repost material on the social network. When you initiate contact with a social network through the Services, you will be redirected to that social network, and the Services may collect your social network profile information.

By referencing or "tagging" AJMLS, using hash tags that alert or identify AJMLS in any social network posts, or posting on our social network page, you consent to the publication of such material on our social media accounts. Any information we collect from you via your use of social features may be combined with other Personal Information we hold about you and is subject to this Privacy Policy, unless provided otherwise in writing. The social network site you choose to visit may also collect information from you. We are not responsible for their use of your Personal or non-personal information. You should review the privacy policies of any social networks you visit for more information on their use of your information.

We may monitor postings of AJMLS members on social networks for compliance with AJMLS rules and policies. **End User License Agreement (EULA).**

This Privacy Policy is incorporated into our End User License Agreement (EULA). Your use of the Services is also subject to our EULA, including without limitation its disclaimers, limitations on damages, arbitration of disputes, and application of the law of the State of New Jersey. Please read it carefully.

Questions About Our Privacy and Information Security Practices?

If you have any questions about our privacy practices or procedures, please contact us at:

info@alljerseymls.com or

ALL JERSEY Multiple Listing

System Attn: Privacy Officer

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Fords, NJ 08863