



Realync Corp., a Delaware corporation (hereinafter, variously “Realync,” “we,” or “our”), is committed to protecting your privacy. This privacy policy (“Privacy Policy”) explains how we collect, use, share and protect information in relation to your use of our mobile applications, emails and the Realync website (realync.com) (collectively, the “Platform”), and your choices about the collection and use of your information.

**By using our Platform, you indicate to us that you have read and accept our Privacy Policy. If you do not accept this Privacy Policy or do not meet or comply with these provisions, then you may not use our Platform.**

## **1. INFORMATION WE COLLECT**

When you use our Platform, you may provide us with two main types of information:

(1) personal information that you knowingly choose to disclose, which is collected on an individual basis, and

(2) general user information that does not contain personal information, which is collected on an aggregate basis. In some cases, if you choose not to provide us with requested information, you may not be able to access all of our Platform.

### **Personal information You Choose to Provide**

We may ask for certain personal information from you for the purpose of providing content to you and/or services that you request. If you create an account with Realync, we may ask for your name, address, zip code, phone number, email address, properties listed and other information.

### **Non-Personal information We Collect**

When you use and/or navigate the Platform, we may collect additional information from you that may not by itself reasonably identify you as the source (“Usage Information”). Usage Information may include information regarding your mobile telephone, your computer, your IP address, the type of Internet browser you are using, the location from which you are visiting the Service, or the areas of the Service you visited and the actions you performed on the Service.

## **2. HOW WE COLLECT INFORMATION**

Cookies: Like most companies, we use cookies and web log files to track website usage and trends, to improve the quality of our service and to customize your experience on the website. A “Cookie” is a data file that resides on your computer, mobile phone, or other device, and allows us to recognize you as a user when you return to our website using the same computer and web browser. Information gathered through Cookies may include the date and time of visits, the pages viewed, and time spent at our website. You can remove or block Cookies using the settings in



your browser, but in some cases that may impact your ability to use our website. Please refer to your Internet browser's instructions to learn more about these functions.

Aggregate: We may collect non-identifying and statistical information about the use of our Platform, such as how many visitors visit a specific page, how long they stay on that page and which links, if any, they click on. Information collected in the aggregate is not associated with you as an individual. We may share user information in the aggregate with third parties, such as advertisers and content distributors. Information collected in the aggregate may include information regarding your mobile telephone, your computer, your IP address, the type of Internet browser you are using, the location from which you are visiting the Service, or the areas of the Service you visited and the actions you performed on the Service.

Third Party Services: We may supplement information you provide to us with information from other sources, such as information to validate or update your address, payment card or other demographic information. This information is used to maintain the accuracy of information on our website and for internal analysis. In addition, we may allow third parties to use Cookies in connection with your use of the Services. They may collect and store the same type of information and use it similarly to Realync, as described herein.

Other Tracking Technologies: To support the Platform we provide to you, we may use third party services, such as hosting. Such third party services may collect information sent by a browser as part of a web page request, including Internet Protocol ("IP") addresses, browser software, and/or clickstream patterns. If such third party services collect information, they do so anonymously without identifying individual visitors. However, we may link the information we record using tracking technology to personal information we collect.

### **3. HOW WE USE THAT INFORMATION**

#### **Personal Information**

We use your personal information to provide you with the information or content that you have requested, and, in some cases, to contact you about our products, features or services which we think you may be interested in or to ask you to participate in a survey. We may use financial and credit card information to process payment for any purchases made, fulfill your requests, enroll you in one of our subscriptions or other related services in which you elect to participate. We take the privacy of our users very seriously, and we do not sell, rent, or otherwise provide your personal information to third parties for marketing purposes. We will not share your personal information in ways unrelated to those described in this Privacy Policy without providing you with an opportunity to opt out of such use or otherwise prohibit such unrelated use. If you no longer wish to receive information from us, you may send us an email to change your preferences. Your name and email address will also be used to inform you regarding new services, releases, upcoming events and changes to this Privacy Policy.

#### **Non-Personally Identifiable Information**



The information collected on our website in the aggregate enables us to better understand your use of the website and to enhance your enjoyment. For example, we may use the information to

improve the design and content of our website and mobile applications or to analyze the programs and services that we offer. We use information collected to evaluate and improve our services. We may develop and use, in our sole discretion, consumer research, which may be based on your use of our Platform.

Certain information that you post through our Platform is intended for public viewing and usage, including without limitation your reviews, ratings, comments, properties visited and specifications. We may display this information, share it with businesses and further distribute it to a wider audience through our Platform, third party sites and third party services.

## **Disclosures**

We collaborate with third parties to offer services and perform functions on our behalf. Our employees, agents and contractors who have access to personal information are required to protect the information in a manner that is consistent with this Privacy Policy. Realync will not disclose your personal information to third parties except in the following circumstances: (i) to investigate and protect Realync from liability, (ii) to investigate, prevent or take action regarding suspected or actual illegal activities, (iii) to assist government enforcement agencies, respond to a legal process or comply with the law, (iv) to exercise or protect the rights, property or personal safety of the users of the Platform and/or (v) to protect the security or integrity of the Platform.

## **Parties With Whom We May Share Your Information**

We may share your information with employees, contractors, agents and organizations that help us provide the Platform to you ("Service Providers"). We may also share information we collect with our

Service Providers to manage certain aspects of the services we provide, such as maintaining our servers and processing or fulfilling services you purchase through our mobile application and website. Our Service Providers will be given access to your information as is reasonably necessary to provide the Platform and are subject to contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations. We may choose to remove parts of data that can identify you and share anonymous data with other parties or the community as a whole. We may also combine your information with other information in a way that it is no longer associated with you as an individual and share that aggregated information.

## **What Happens in the Event of a Change of Control**

If we sell or otherwise transfer Realync or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, user content and any other information collected through our Platform may be among the items sold or transferred. The buyer or transferee will have to honor



the commitments we have made in this Privacy Policy or otherwise provide you with an opportunity to opt out.

### **3. YOUR INFORMATION CHOICES**

We respect your privacy and give you an opportunity to opt out of receiving announcements of certain information. If you use our Platform and volunteer personal information, you can opt out by contacting us at the contact information provided below. Please be aware that even after your request for a change is processed, Realync may, for a commercially reasonable time, retain residual information about you in its backup and/or archival copies of its database.

### **4. YOUR OBLIGATIONS AS A USER**

You have certain obligations to other users. Some obligations are imposed by applicable law and regulations, and others have become commonplace. You agree to:

- at all times abide by the terms and conditions of the then-current Privacy Policy and Terms of Services Agreement, including without limitation respecting all intellectual property rights that may belong to third parties (such as trademarks or photographs)
- not download or otherwise disseminate any information that may be deemed to be injurious, violent, offensive, racist or which may otherwise violate the purpose and spirit of our Platform or any applicable law.
- not provide to Realync and/or other users information that you believe might be injurious or detrimental to your person or to your professional or social status or to any third party.
- keep your username and password confidential and not share it with others.
- carefully consider whether to disclose your personal information in blogs, discussions groups and community tools, which become public information for other users to view.

Any violation of this Privacy Policy may lead to the restriction, suspension or termination of your use of our Platform.

### **5. SERVICE ELIGIBILITY AND CHANGES**

Children and Minors. The Realync website and Realync services are not intended for children under the age of 18 nor do we knowingly collect personal information from children under 18. As a business service, we do not target our offerings toward, and do not knowingly collect any personal information from, users under thirteen (13) years of age.

Changes to Privacy Policy. We may update this Privacy Policy at any time, with or without advance notice, so please review it periodically. Your continued use of the Platform after any modification



to this Privacy Policy will constitute your acceptance of such modification. Changes to the Privacy Policy will become effective and will apply to the information collected starting on the date we post the revised Privacy Policy.

## **6. SECURITY**

We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems. However, since the internet is not 100% secure environment, Realync cannot warrant the security of any information you transmit to Realync or guarantee that information on the Platform may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical or managerial safeguards. Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Realync, at all times. We are not responsible for the functionality, privacy, or security measures of any third party.

## **7. OTHER WEB SITES AND SERVICES**

We are not responsible for the practices employed by any websites or services linked to or from our Platform, including the information or content contained therein. Please remember that when you use a link to go from our Platform to another website or service, our Privacy Policy does not apply to such third-party websites or services. Your browsing and interaction on any third -party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible and do not have control over any third-parties that you authorize to access your user content. If you are using a third-party website or service, you do so at your own risk, and Realync is not responsible for the privacy practices of such third-party websites or services.

## **8. RIGHT TO REVIEW**

To the extent required under applicable law, you have the right to request a copy of the personally identifiable information that we hold about you and to have any inaccuracies corrected. We reserve the right to charge for information requests and require you to prove your identity with 2 pieces of approved identification. We will use reasonable efforts to supply, correct or delete personally identifiable information about you on our files.

## **9. RETENTION OF INFORMATION**

We will hold your personally identifiable information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with Realync, or pursuant to Realync's corporate retention schedule (a standard that defines which documents should be kept and for how long). If you cancel your Realync membership, some personally identifiable information is deleted immediately, and any remaining personally identifiable information cannot be used. The remaining personally identifiable information stays on the system for a period up to one year for administration purposes before being deleted or anonymized for analytical purposes. You do reserve the right to submit a written request to delete any of the remaining personally identifiable information along with additional meta data stored about your



organization or users. Upon receipt of such a written request, we will promptly delete all your personally identifiable information along with additional meta data stored.

## 10. YOUR CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act of 2018 (CCPA) gives certain consumers that reside in California (“California Consumers”) the right to know what categories of personal information Realync collects about them and how and for what purposes we use and share that information, which are detailed above.

If you are a California Consumer you also have certain rights with respect to our use and disclosure of your personal information:

- **Right of Access | Right to Notice**

You have the right to request from us:

- the types of personal information we have collected about you, the categories of sources from which the personal information is collected, the business purpose or commercial purpose for collecting the personal information, the categories of third parties with whom we share personal information, the categories of personal information we have shared and the reasons we shared it.
- a copy of the specific pieces of personal information we have collected about you in the preceding 12 months.

- **Right to Deletion**

You have the right to request that we delete the personal information we collect from you. However, in certain situations we are not required to delete your personal information, such as when the information is necessary in order to complete the transaction for which the personal information was collected, to provide a good or service requested by you, to comply with a legal obligation, to engage in research, to secure our websites or other online services, or to otherwise use your personal information internally in a lawful manner that is compatible with the context in which you provided the information.

- **Right Not to Be Subject to Discrimination**

Should you exercise any of your privacy rights as a California Consumer, we will not discriminate against you by providing you with a different level or quality of services, based solely upon your request. However, in some circumstances, for example where you have requested or consented to our services that use your personal information to provide the service, we may not be able to provide a service if you choose to delete your personal information.

To exercise any of these rights, or to designate an agent or authorized representative to act on your behalf, you can email us at [privacy@realync.com](mailto:privacy@realync.com) or give us a call at 312-971-7023. When you submit a request through one of these designated methods, we will use the information you submit and the information we have in our systems to try to verify your identity and to match the personal information we have collected about you, if any, to your identity. If we are successful in validating your identity, we will respond to and process your request within the time and in the



manner required by CCPA. If we cannot validate your identity, we will attempt to contact you to inform you of this issue.

#### **11. FOR USERS FROM THE EUROPEAN ECONOMIC AREA**

Realync complies with the General Data Protection Regulation (GDPR) and has a separate European Economic Area Privacy Policy with all the details, which can be furnished upon request.

#### **12. POLICY ACCEPTANCE**

By using the Website and the Services, you signify your acceptance of this Privacy Policy. If you do not agree or are not comfortable with any policy described in this Privacy Policy, you may discontinue use of the Website or the Services.

#### **13. TERMS OF USE**

Your use of the Realync services is governed by our Terms of Use, which contains disclaimers, limitations of liability and a choice of jurisdiction.

#### **14. HOW TO CONTACT US**

If you have questions or comments about this Privacy Policy, please email us at [\*\*privacy@realync.com\*\*](mailto:privacy@realync.com) or give us a call at 312-971-7023

#### **15. HOW TO FILE A COMPLAINT**

You may file a complaint regarding this Privacy Policy or our privacy practices by contacting us at the information we provide above. Additionally, you may file a complaint with your national Data Protection Authority.