

Collin County Association of REALTORS®
Privacy and Security Policy

We recognize the importance of protecting the personal information you provide at the CCAR and NRDS Web sites. We maintain the following privacy policy:

1. We gather the following types of information needed to process your transactions, fulfill your requests and maintain our membership records:
 - Contact information you provide (for example, your personal and business addresses, phone and fax numbers, e-mail addresses, your Web site, firm affiliation, designations and titles).
 - Information you volunteer, via applications or surveys (for example, education, programs, designations, specialties, affiliations with other real estate organizations, and general demographic information).
 - Tracking information (for example, technical support and member services support).

2. We use this information to:
 - Improve and customize the content and layout of our sites and other communication tools, such as newsletters, notices and flyers.
 - Notify you of updates to our Web site.
 - Notify you of MLS system updates.
 - Notify you of government affairs issues and alerts.
 - Notify you of educational programs and upcoming events.
 - Notify you of current real estate related issues (for example, licensure requirements, contract forms updates, upcoming system publishes, and changes to rules and regulations).
 - Notify you of invoices for dues and other fees.
 - Compile member only directories for Web login.
 - Track usage of our Web site.
 - Compile member feedback.

3. CCAR does not share, sell or trade e-mail addresses, but may provide you with online informational or marketing messages for the purposes listed below and in Part 4 of this policy.
 - Notices as listed in Part 2.
 - Information about CCAR member benefits.

4. We will not share, sell or otherwise provide other information about you to third parties, except for:

- The sale to CCAR-approved vendors of mailing lists or labels, including only the physical mailing address (excluding all other contact information such as e-mail address or phone numbers) for the purpose of targeted marketing of products, services and events to CCAR members.
 - When required by law or valid legal process, or to protect the personal safety of our members or the public.
5. Credit information that you and credit authorizers provide when you make payments by credit card or electronic check for products, dues or other services via the REALTOR® Electronic Commerce Network (“E-Commerce Network”) will only be used to process the transactions you request. This information will be provided to and maintained by reputable credit reporting databases, but will never be sold, shared or provided to other third parties.
 6. We maintain security procedures and standards which we believe are as safe as today’s technology permits. We test these procedures and modify them regularly as new technologies become feasible.
 7. We utilize an opt-out policy for sending most electronic notifications regarding services, products and programs. We are developing further technology so that all of our electronic communications will contain an opt-out feature. Until that time, you may opt-out of our communications containing the opt-out provision, or you may contact our office with your opt-out request. You may not opt-out of electronic billing or important alerts.
 8. You may edit your personal contact information directly by logging in to online services on our Web site at www.ccar.net. You may also edit your contact information in the NRDS system by logging into the NAR Web site, www.realtor.org.
 9. The CCAR Web site and electronic newsletters contain advertising placed by vendors pursuant to agreements between CCAR and those vendors. We do not control the vendors or sites of third parties reached through links on our site or their information collection practices. CCAR will not be responsible for the activities of vendors or third parties. Some advertisers may use cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our sites.