

ZIPLOGIX PRIVACY AND SECURITY STATEMENT

Effective July 25, 2013.

This document was previously updated May 21, 2012.

zipLogix (“we” “us” or “our”) appreciates your interest in and use of our products and services. The protection of your privacy and the security of our products and services are important to us. We have created this Privacy and Security Statement (“Statement”) to demonstrate our firm commitment to privacy and so that you will be aware of the uses made of information that may be generated through your use of our website and products and services. Please take a few minutes to read the complete Statement.

TYPES OF INFORMATION WE COLLECT

Personal Information

Personal information is information that permits direct association with a specific individual. Personal information, such as your name, broker affiliation, mailing address, email address, and phone number is either requested or required at different points during your use of our website or products and services to complete your order, create your account and/or ensure that you are authorized to use certain intellectual property (e.g., form libraries in zipForm®) that may be licensed to us. Depending upon the libraries to which you request access, your current association membership status or broker affiliation may be verified by asking you to log into other websites. You may also enter personal information relating to yourself or others into certain fields when you use our products and services in your real estate business. For example, you may enter personal information relating to a client, customer, purchaser or seller into a form in zipForm® during a real estate transaction.

Non-Personal Information

We also collect non-personal information. Non personal information is aggregated information and other information that does not permit direct association with any specific individual. We may collect, use and disclose non-personal information for any purpose except as prohibited by law. For example, we may collect information relating to your activities on our website, your use of our products and services and information you enter into certain fields within our products such as a zip code. If we combine your non-personal information with your personal information, we will treat the combined information as personal information.

Cookies and Other Technologies

Our website and some of our online products and services, email messages and advertisements may use cookies and other technologies to collect information about your use of our website, products and services. We treat information collected by cookies and other technologies as non-personal information, except when combined with personal information or as provided by law. We use cookies and other technologies to verify user information, to make your use of our website, products and services more convenient and to assist in understanding your use of our website, products and services. Most internet browsers are initially set to accept cookies. If you prefer, you may set your browser so that it refuses cookies or alerts you when cookies are being created on your hard drive. You should be aware that by not accepting cookies you may impair your ability to use certain portions of our website, products and services.

HOW WE USE INFORMATION

Personal Information

Primarily, we store and use personal information to provide the products and services to you, make our products and services easier for you to use by not making you enter personal information more than once, help manage your subscription, provide technical administration and support for you and add security to our products by printing your name, and your broker's name and address, on your transaction forms in zipForm®. We may contact you to market or promote third party products or services. We may also send you important information regarding the products or services, changes to any terms, conditions or policies or other administrative information. We also store and use personal information to collect information about your zipLogix product and service usage for internal business purposes, including auditing and data analysis. This helps us determine how to best improve our products and services and what other products and services may be valuable or of interest to you.

Non-Personal Information

We gather non-personal information to understand and analyze trends in your use of our website, products and services, to gather information about our user base and the real estate industry as a whole, to administer our website, products and services and to help us determine how to improve our products, services and advertising. We may store and use non-personal information to create, use, license and sell general analytic databases that may provide insight into subjects including, but not limited to, real estate market practices, industry trends and general economic conditions. We may also use this information in our marketing and advertising services, in our creation of new products and services and for our internal business purposes.

DISCLOSURE TO THIRD PARTIES

We occasionally hire other companies to provide services on our behalf, including development, testing, hosting, and answering customer questions about our products or services. We will provide to those companies only the personal information necessary to enable those companies to provide such services, and we prohibit them from using that information for any other purpose. We may also provide your personal information, but not the non-public personal information you enter into zipLogix products and services related to your clients and customers, to our parent company and its subsidiaries to offer other products or services that may be valuable or interesting to you. We do not provide your personal information to third parties for marketing purposes. Additionally, if you have access to form libraries through your use of our products or services, your personal information may be provided to the third parties providing such form libraries, including, but not limited to, Associations of REALTORS®, multiple listing services and brokerages. Finally, we may provide non-personal information to third parties for general analytic purposes related to real estate market practices, industry trends and general economic conditions.

We will disclose personal information without notice only if required to do so by law or in the good faith belief that such action is necessary to protect and defend the rights or property of zipLogix.

When you subscribe or otherwise give us personal information, we do not share that information with third parties without your permission, other than for the limited exceptions listed above.

ADVERTISEMENTS

We may sell advertising space to third parties on our website or in our products and services, which is usually in the form of a graphic link to the Internet site of the advertiser (a “banner advertisement”). These linked sites are not under our control and we are not responsible for the privacy practices or the contents of any such linked website, or any link contained in any linked website and any personal information you provide will be collected by, and controlled by the privacy policy of, that third party. PLEASE NOTE THAT THIS POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES, INCLUDING, WITHOUT LIMITATION, OUR PARENT COMPANY OR ITS SUBSIDIARIES.

SECURITY OF YOUR PERSONAL INFORMATION

For website security purposes and to ensure that our products and services remain available to all users, our servers employ industry-standard methods to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. Unauthorized attempts to upload information or change information on our servers are strictly prohibited and may be punishable by law, including the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act of 1996. We use technical and organizational security measures in order to protect the data we have under our control against loss, misuse, unauthorized access or disclosure, alteration, or destruction. Inside the company, data is stored in password-controlled servers with limited access.

You also have a significant role in protecting your information. Do not share your password or allow others to use your account. It is good practice for you to change your password regularly.

USE OF THE SITE BY CHILDREN

Our website, products and services are not directed to individuals under the age of thirteen (13), and we request that such individuals do not provide personal information through our website, products or services.

REVIEW/CORRECTION OF YOUR PERSONAL INFORMATION

We market and sell several products and services. Our products and services that collect and use personal information provide, where appropriate, a method that allows you to inspect whether your personal information is correct and current. To reduce the possibility that some subscribers may attempt to share their access to and use of our products and services with non-subscribers, some of your information - once it is entered - may not be directly changeable by you.

If you wish to review, correct or update any personal information about you collected through our website or through your use of our products and services, please click on [SALES](#), or write us at: zipLogix LLC, 18070 15 Mile Road, Fraser, Michigan 48026.

OPT OUT

To opt out of having your personal information provided to our parent company, its subsidiaries or third parties for their direct marketing purposes, please click on [OPT OUT](#), or write us at: zipLogix, LLC, 18070 15 Mile Road, Fraser, Michigan 48026, Attn: REFN Third Party Opt Out Request. We will process your request as quickly as possible. You may not opt out of receiving communications from us regarding administrative information for the products or services since this information may

be important to your use of the products or services. Please note that if you opt-out as described above, we will not be able to remove personal information about you from the databases of third parties with which we have already shared personal information about you prior to processing your opt-out request. If you wish to cease receiving e-mails from third parties, please contact the third parties directly or utilize any opt-out mechanisms set forth in their respective privacy policies or e-mails to you.

CHANGES TO THIS STATEMENT

We reserve the right to alter this Statement as our business needs require. In the event we make any material changes to this Statement, we will notify you by updating the Statement's effective date and indicating the previous effective date. As you use our website, products and services, we encourage you to periodically check back with this Statement for changes that we may make. Your continued use of our website and/or our products and services will constitute your agreement to any changes we make and if you do not agree with a change, please refrain from using our website and/or our products and services.

CONTACT INFORMATION

We welcome your comments regarding our website, our products and services and this Statement. To contact us, please click on [SALES](#), or write us at: zipLogix, LLC, 18070 15 Mile Road, Fraser, Michigan 48026.