



FAYETTEVILLE REGIONAL ASSOCIATION OF REALTORS®, INC.

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Privacy Policy

We recognize the importance of protecting the personal information you provide at Web sites owned and/or controlled by the Fayetteville Regional Association of REALTORS® (FRAR), the National Association of REALTORS® (NAR) and the North Carolina Association of REALTORS® (NCAR).

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, firm affiliations and titles).
 - Tracking information which our Web server automatically recognizes each time you visit our site or communicate with us by e-mail (for example, your domain name, your e-mail address, and what pages you visit); and
 - Information you volunteer, via applications or surveys (for example, education designations, specialties, affiliations with other real estate organizations and general demographic data).
2. We use this information to:
 - Improve and customize the content and layout of our site and other communications tools, such as Fayetteville Regional Association of REALTORS® newsletter.
 - Notify you of updates to our sites.
 - Notify you of relevant products and services.
 - Notify you of upcoming events and programs.
 - Track usage of our sites.
 - Assist National and State REALTOR® Associations and affiliated Institutes, Societies and Councils in membership tracking and for their use for purposes similar to those listed above.
3. Fayetteville Regional Association of REALTORS® does not share, sell or trade e-mail addresses, but may provide you with on-line informational or marketing messages that have been approved by Fayetteville Regional Association of REALTORS® for the purposes described in Part 4 of this policy.

4. We will not share, sell or otherwise provide other information about you to third parties, except for :
 - Partners in National Association of REALTOR VIP® Program and North Carolina Association of REALTOR® Partner Program for the limited purpose of notifying you of NAR and NCAR approved promotions.
 - Other vendors for the limited purpose of contacting targeted groups of members, through marketing vehicles approved by NAR, NCAR & FRAR.
 - 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 Fayetteville Regional Association of REALTORS® website or 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. You may edit your personal contact information directly in the NRDS system or by contacting the Association Office.
8. Some of our sites contain advertising placed by advertising networks pursuant to agreements between the Fayetteville Regional Association of REALTORS® and the advertising network. We do not control these advertising networks, the sites of third parties reached through links on our site or their information collection practices and the Fayetteville Regional Association of REALTORS® will not be responsible for the activities of these third parties. The advertising network uses cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our sites. This information is collected by the advertising network for purposes of measuring and reporting on the advertising to advertisers and the Fayetteville Regional Association of REALTORS®. The advertising network may also aggregate the information for certain other statistical and reporting purposes.