

## NEW PRIVACY POLICY

Effective Date: **August 10<sup>th</sup>, 2020**

### **Privacy Policy Scope**

Welcome! An overview of this Landmark Properties Privacy Policy is provided below. To see the full text, click on the links. This Privacy Policy applies to your use of any online services (e.g., website, software, or mobile app, and certain e-mails we send) that posts a link to this Privacy Policy, regardless of how you access or use it.

### **Your California Privacy Rights**

California residents have certain privacy rights detailed in our California Consumer Privacy Notice. To the extent that there is a conflict between this Privacy Policy and the California Consumer Privacy Notice, the California Consumer Privacy Notice will control.

### **Quick Links**

**We have summarized some (but not all) of the main topics of this Privacy Policy below. The complete provisions, and not the headings or summaries govern.** “*About Ads and Tracking*: Information about certain choice options regarding Tracking Technologies, including certain sharing of activities[, location and/or cross-device usage] for interest-based advertising is available [here](#);

- **Your Choices and Your CA and NV Privacy Rights**

You have certain choices regarding information collection and communications options explained [here](#), including:

- California residents have certain privacy rights detailed [here](#);
- Nevada residents have certain privacy rights detailed [here](#);
- Although Landmark Properties does not look for or respond to “do not track” signals, you can find information on tracking technologies [here](#)
- *About Ads and Tracking*: Learn about certain choice options regarding Tracking Technologies, including certain sharing of activities, location and/or cross-device usage for interest-based advertising [here](#);
- Your options regarding accessing and changing certain of your Personally Identifiable Information are available [here](#);

- **Use of Information**

The information Landmark Properties collects is used for a variety of purposes as detailed in this Privacy Policy. For example, your information helps Landmark Properties provide and improve the Service, communicate with you, serve advertising and offers to you, and operate Landmark Properties’ business. [More](#)

- **Sharing of Information**

-- Landmark Properties may share the information Landmark Properties receives from or about you via the Service (or give others access to it), including your Personally Identifiable Information, for a variety of purposes, as detailed in this Privacy Policy. [More](#). These include, without limitation:

- to deliver and improve Landmark Properties’ services;
- for Landmark Properties’ Affiliates’ (defined below) marketing and other purposes;

- Your options regarding promotional communications are explained [here](#); and
- Children’s and minors’ privacy rights, and notice to parents of these rights, are explained [here](#).
- **Collection of Information**
  - Landmark Properties may ask you to provide Personally Identifiable Information (e.g., name, address, e-mail, phone number, etc.), as well as other information (e.g., gender, interests, etc.), which may be required to access certain content, features, and functionality. [More](#)
  - Landmark Properties and third parties may collect information from you automatically as you access the Service (e.g., information about the devices you use to access the Service and your usage activities). [More](#)
  - This may include use of cookies and other technologies to keep track of your interactions with the Service, to serve you with ads on third-party services, and to offer you a more personalized and relevant experience. [More](#)
  - The information Landmark Properties receives via the Service may be combined with information Landmark Properties receives from third parties and sources outside of the Service. [More](#)
  - Landmark Properties’ policies and practices regarding Personally Identifiable Information collected from children are explained [here](#).
- in connection with corporate transactions (e.g., merger or sale);
- to display your posts or send your messages ([More](#));
- in connection with your use of third-party services ([More](#)); and
- in connection with sweepstakes, contests and promotions ([More](#)).
- Landmark Properties does not knowingly sharing Personally Identifiable Information with third parties (other than Landmark Property Affiliates) for their own direct marketing purposes.
- Landmark Properties may share your non-Personally Identifiable Information, aggregate and/or de-identified information about you except as prohibited by applicable law.
- **Questions and How to Contact Landmark Properties**

For more information about Landmark Properties’ privacy practices regarding the Service, read the full Privacy Policy. You can also contact Landmark Properties [here](#) if you have questions or concerns.
- **Table of Contents**

For a clickable table of contents that will help you find and navigate to all the sections of the full Privacy Policy click [here](#).
- **Full Privacy Policy**

To see and print our full Privacy Policy, click [here](#).

## FULL LANDMARK PROPERTIES PRIVACY POLICY

Thank you for visiting an online service (e.g., website or mobile app) that posts a link to this Privacy Policy (“**Service**”) owned or operated by Landmark Properties, Inc. d/b/a LMK Properties, Inc. or one of its Affiliates (defined below)] (“**Landmark Properties**”, “**we**”, or “**us**” or “**our**”). This Privacy Policy will provide you with information as to how Landmark Properties collects, uses, and shares information about you, including the choices Landmark Properties offers with respect to that information, and applies to your use of any

Service, regardless of how you access or use it. It does not apply to Landmark Properties' data collection activities offline or otherwise outside of the Service (unless otherwise stated below or at the time of collection). For certain Services, there may be additional notices about information practices and choices. Please read those additional privacy disclosures to understand how they apply to you.

By visiting or otherwise using the Service, you agree to the Service's [Terms of Use](#) and consent to Landmark Properties' data collection, use, and disclosure practices, and other activities as described in this Privacy Policy, and any additional privacy statements that may be posted on an applicable part of the Service. If you do not agree and consent, please discontinue use of the Service, and uninstall Service downloads and applications.

## 1. INFORMATION WE COLLECT

### A. Information about You that You Provide.

Landmark Properties, and/or its Service Providers (defined below), may collect information you provide directly to Landmark Properties and/or its Service Providers via the Service. For example, Landmark Properties collects information when you use or register for the Service, subscribe to notifications, post on the Service, participate in promotional activities, or communicate or transact through the Service. In addition, when you interact with Third-Party Services (defined below), you may be able to provide information to those third parties. For more information on Third-Party Services' data collection and practices click [here](#). For more information on Service Provider data collection and practices click [here](#).

Information Landmark Properties, its Service Providers and/or Third-Party Services may collect may include: (1) personally identifiable information, which is information that identifies you personally, such as your first and last name, e-mail address, phone number, address, Social Security number and full payment account number ("**Personally Identifiable Information**" or "**PII**"); and (2) demographic information, such as your gender, age, zip code, interests, and recent and upcoming purchases ("**Demographic Information**"). Except to the extent required by applicable law, Demographic Information is "**non-Personally Identifiable Information**" or "**non-PII**" (i.e., data that is not Personally Identifiable Information under this Privacy Policy). In addition, Personally Identifiable Information, including, without limitation, Landmark Properties-Collected PII (defined below), once "**De-identified**" (i.e., the removal or modification of the personally identifiable elements, or the extraction of non-personally identifiable elements including through anonymization, pseudonymization, and/or hashing) is also non-Personally Identifiable Information and may be used and shared without obligation to you, except as prohibited by applicable law. However, we do not make assurances that De-identified data is not capable of re-identification. To the extent any non-Personally Identifiable Information, or PII collected outside of the Service, is combined by or on behalf of Landmark Properties with Personally Identifiable Information Landmark Properties itself collects directly from you on the Service ("**Landmark Properties-Collected PII**"), Landmark Properties will treat the combined data as Landmark Properties-Collected PII under this Privacy Policy. The definition of "personal information" under certain California laws differs from the definition of PII used in this Privacy Policy. California residents can learn more about Californians privacy rights [here](#).

**B. Information Collected Automatically.** Landmark Properties, its Service Providers, and/or Third-Party Services may also automatically collect certain information about you when you access or use the Service ("Usage Information"). Usage Information may include IP address, device identifier, browser type, operating system, information about your use of the Service, and data regarding network connected hardware (e.g., computer or mobile device). Except to the extent required by applicable law, or to the extent Usage Information is combined by or on behalf of Landmark Properties with Landmark Properties-Collected PII, Landmark Properties does not consider Usage Information (including, without limitation, unique device identifiers) to be Personally Identifiable Information or Landmark Properties-Collected PII. For more information on Third-Party Services' data collection and practices click

[here](#). For more information on Service Provider data collection and practices click [here](#). For information on choices some of these third parties may offer you regarding automated data collection click [here](#).

The methods that may be used on the Service to collect Usage Information include:

- **Log Information:** Log information is data about your use of the Service, such as IP address, browser type, Internet service provider, referring/exit pages, operating system, date/time stamps, and related data, and may be stored in log files.
- **Information Collected by Cookies and Other Tracking Technologies:** [Cookies](#), [web beacons](#) (also known as “tracking pixels”), [embedded scripts](#), [location-identifying technologies](#), [fingerprinting](#), [device recognition technologies](#), [in-app tracking methods](#), [device and activity monitoring](#) and other tracking technologies now and hereafter developed (“**Tracking Technologies**”) may be used to collect information about interactions with the Service or e-mails, including information about your browsing and purchasing behavior.

- **Cookies**

A cookie is a small text file that is stored on a user’s device, which may be session ID cookies or tracking cookies. Session cookies make it easier for you to navigate the Service and expire when you close your browser. Tracking cookies remain longer and help in understanding how you use the Service and enhance your user experience. Cookies may remain on your hard drive for an extended period of time. If you use your browser’s method of blocking or removing cookies, some but not all types of cookies may be deleted and/or blocked and as a result some features, and functionalities of the Service may not work. A Flash cookie (or locally shared object) is a data file which may be placed on a device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. HTML5 cookies can be programmed through HTML5 local storage. Flash cookies and HTML5 cookies are locally stored on your device other than in the browser and browser settings won’t control them. To identify certain types of local shared objects on your device and adjust your settings, please visit: [www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html). The Service may associate some or all of these types of cookies with your devices.

- **Web Beacons (“Tracking Pixels”)**

Web beacons are small graphic images, also known as “Internet tags” or “clear gifs,” embedded in web pages and e-mail messages. Web beacons may be used, without limitation, to count the number of visitors to the Service, to monitor how users navigate the Service, and to count content views.

- **Embedded Scripts**

An embedded script is programming code designed to collect information about your interactions with the Service. It is temporarily downloaded onto your computer from Landmark

Properties' web server, or from a third party with which Landmark Properties works and is active only while you are connected to the Service and deleted or deactivated thereafter.

- o **Location-identifying Technologies**

GPS (global positioning systems) software, geo-filtering and other location-aware technologies locate you (sometimes precisely), or make assumptions about your location, for purposes such as verifying your location and delivering or restricting content, including third party ads, based on your location. If you have enabled GPS or use other location-based features on the Service, your device location may be tracked by us and third parties.

- o **Fingerprinting.**

Collection and analysis of information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes of identification and/or tracking.

- o **Device Recognition Technologies.**

Technologies, including application of statistical probability to data sets, as well as linking a common unique identifier to different device use (e.g., Facebook ID), which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user or household) ("**Cross-device Data**").

- o **In-App Tracking Methods**

There are a variety of Tracking Technologies that may be included in mobile applications, and these are not browser-based like cookies and cannot be controlled by browser settings. Some use device identifier, or other identifiers such as "Ad IDs," or may use "SDKs," to associate app user activity to a particular app and to track user activity across apps and/or devices. SDKs are blocks of code that may be installed in our mobile application by third party companies with which we work. SDKs help us understand how you interact with our mobile application and collect certain information about the device and network you use to access our application, such as the advertising identifier associated with your device and information about how you interact with our application.

- o **Device and Activity Monitoring**

Technologies that monitor, and may record, certain of your interactions with the Service, including without limitation, keystrokes, and/or collect and analyze information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes such as identification, security, fraud prevention, troubleshooting, tracking and/or improving the Services and customizing or optimizing your experience on the Services.

Some information about your use of the Service and certain third-party services may be collected using Tracking Technologies across time and services and used by Landmark Properties and third parties for purposes such as to associate different devices you use and deliver relevant ads and/or other content to you on the Service and certain third-party services. See [Section 11](#) regarding certain choices regarding these activities.

Landmark Properties is giving you notice of the Tracking Technologies and your choices regarding them explained in [Section 11](#) so that your consent to encountering them is meaningfully informed.

**C. Information Landmark Properties Collects From Other Sources.** Landmark Properties may also obtain information about you from other sources, including Service Providers and Third-Party Services, and combine that with Landmark Properties-Collected PII. Notwithstanding anything to the contrary, except to the extent such data is combined by or on behalf of Landmark Properties with Landmark Properties-Collected PII, this Privacy Policy is not intended to limit Landmark Properties' activities regarding such third-party-sourced, or non-Service-sourced, information (including Personally Identifiable Information), and such data will only be treated as Landmark Properties-Collected PII to the extent it is combined with Landmark Properties-collected PII. Landmark Properties is not responsible or liable for the accuracy of the information provided by third parties or for third party policies or practices.

## 2. HOW WE USE THE INFORMATION WE OBTAIN.

Landmark Properties may use information about you, including Landmark Properties-Collected PII and other Personally Identifiable Information, for any purposes not inconsistent with Landmark Properties' statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including, without limitation, the following:

- Allow you to participate in the features we offer on the Service;
- Facilitate, manage, personalize, and improve your online experience;
- Process your registration, manage your account and/or upload your User Generated Content (“UGC”). (For more information on how UGC is treated under the Service's Terms of Use click [here](#). For more on the public nature of UGC, see [Section 5](#));
- Transact with you, provide services or information you request, respond to your comments, questions and requests, serve you content and/or advertising, and send you notices;
- Landmark Properties Affiliates' marketing and other purposes;
- Improve the Service and for any other internal business purposes;
- Tailor our content, advertisements, and offers;
- Fulfill other purposes disclosed at the time you provide Personally Identifiable Information or otherwise where we are legally permitted or are required to do so;
- Determine your location and manage digital content rights (*e.g.*, territory restrictions); and
- Prevent and address fraud, breach of policies or terms, and threats or harm.

## 3. INFORMATION WE SHARE WITH THIRD PARTIES.

Except as restricted by applicable law, this Privacy Policy, or any other representation Landmark Properties makes to you, Landmark Properties may share non-Personally Identifiable Information, and Personally Identifiable Information that is not deemed Landmark Properties-Collected PII hereunder (provided that Landmark Properties is aware of no restrictions of Landmark Properties' use, if any), with third parties or Landmark Properties affiliates (“**Affiliates**”) for any purpose. Without limiting the generality of the foregoing, we and third parties may convert your Personally Identifiable Information, including Landmark Properties-Collected PII, to non-Personally Identifiable Information, including without limitation through hashing it or substituting a unique identifier for the Personally Identifiable Information and we and third parties may use and share that data as permitted by applicable law, including to match data attributes to and from other sources. Any such third-party activities are subject to their privacy policies and practices. Landmark Properties' sharing of Landmark Properties-Collected PII is, however, subject to the following:

- **Marketing:** Subject to your communications choices explained in [Section 11.D](#), and the rights of California residents explained [here](#), we may use your Personally Identifiable Information to send you marketing communications. Landmark Properties will not share your Landmark Properties-Collected PII with third parties, other than Affiliates, for their own direct marketing purposes, except in connection with Corporate Transactions (defined below) absent your consent (which may be by means of third party interaction described in the next bullet point).
- **Your Disclosure or Consent:** As more fully described in [Section 5](#) (Information You Disclose Publicly or to Others) and [Section 6](#) (Third-Party Content, Third-Party Services, Social Features, Advertising and Analytics), your activities on the Service may, by their nature, result in the sharing of your Landmark Properties-collected Personally Identifiable Information (as well as your other Personally Identifiable Information and your non-Personally Identifiable Information) with third parties and by engaging in these activities you consent to that and further sharing and disclosure to third parties. Such third-party data receipt and collection is subject to the privacy and business practices of that third party, not Landmark Properties.

Landmark Properties may also share any information about you (including, without limitation, Landmark Properties-Collected PII) for any purposes not inconsistent with this Privacy Policy, or our written statements at the point of collection, and otherwise not prohibited by applicable law, including, without limitation:

- Landmark Properties' agents, vendors, consultants, and other service providers (collectively “Service Providers”) may receive, or be given access to, your information, including, without limitation, Personally Identifiable Information, Demographic Information, and Usage Information, in connection with their work on Landmark Properties' behalf, provided however, Landmark Properties does not authorize its Service Providers to use Landmark Properties-Collected PII provided by Landmark Properties to the Service Providers to send you direct marketing messages other than related to Landmark Properties and Landmark Properties Affiliates absent your consent. For more information on choices Service Providers may offer you click [here](#).
- To comply with the law, law enforcement or other legal process, and, where permitted, in response to a government request; and
- If Landmark Properties believes your actions are inconsistent with Landmark Properties' terms of use, user agreements, applicable terms or policies, or to protect the rights, property, life, health, security and safety of Landmark Properties, the Service or its users, or any third party.

In addition, Landmark Properties may share your Landmark Properties-Collected Personally Identifiable Information (as well as your other Personally Identifiable Information and your non-Personally Identifiable Information), in connection with or during negotiations of any proposed or actual financing of our business, or merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of Landmark Properties assets, or transfer of all or a portion of Landmark Properties' business to another company, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding (“**Corporate Transactions**”).

**EEOC / Affirmative Action Reporting.** In conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission (“**EEOC**”), the Office of Federal Contract Compliance Programs (“**OFCCP**”) and similar state and local regulatory agencies, we may ask you to provide us with self-identifying information (such as veteran status, gender and ethnicity). Providing such self-identifying information is voluntary, but if you do provide us with such information, we may submit that information, to the EEOC, the OFCCP and similar state and local regulatory agencies or otherwise use or disclose it for business-related purposes, including, without limitation, responding to information requests, fulfilling regulatory reporting requirements and defending against employment related complaints.

#### **4. SWEEPSTAKES, CONTESTS, AND PROMOTIONS.**

Landmark Properties may offer sweepstakes, contests, and other promotions (each, a “Promotion”), including Promotions jointly sponsored or offered by third parties, which may require submitting Personally Identifiable Information. If you voluntarily choose to enter a Promotion, your information, including Personally Identifiable Information, may be disclosed to Landmark Properties, co-sponsors, Service Providers, and other third parties, including for administrative purposes and as required by law (*e.g.*, on a winners list). By entering, you are agreeing to the official rules that govern that Promotion, which may include consent to additional or differing data practices from those contained in this Privacy Policy. Please review those rules carefully.

#### **5. INFORMATION YOU DISCLOSE PUBLICLY OR TO OTHERS.**

The Service may permit you to post or submit UGC including, without limitation, written content, user profiles, audio or visual recordings, computer graphics, pictures, data, or other content, including Personally Identifiable Information. If you choose to submit UGC to any public area of the Service, your UGC will be considered “public” and will be accessible by anyone, including Landmark Properties. Notwithstanding anything to the contrary, unless otherwise explicitly agreed by us, Personally Identifiable Information included in UGC is not subject to Landmark Properties' usage or sharing limitations, or other obligations, regarding Landmark Properties-Collected PII or other Personally Identifiable Information under this Privacy Policy or otherwise, and may be used and shared by Landmark Properties and third parties to the fullest extent not prohibited by applicable law. Landmark Properties encourages you to exercise caution when making decisions about what you disclose in such public areas. For more information on how UGC is treated under the Service's Terms of Use click [here](#). California minors should see [Section 9](#) regarding potential removal of certain UGC they have posted on the Service.

Additionally, the Service may offer you the option to send a communication to a friend or other contact. If so, Landmark Properties relies on you to only send to people that have given you permission to do so. The recipient's Personally Identifiable Information you provide (*e.g.*, name, e-mail address) will be used to facilitate

the communication, but not used by Landmark Properties for any other marketing purpose unless Landmark Properties obtains consent from that person. Your contact information and message may be included in the communication.

## **6. THIRD-PARTY CONTENT, THIRD-PARTY SERVICES, SOCIAL FEATURES, ADVERTISING AND ANALYTICS.**

The Service may include hyperlinks to, or include on or in connection with, the Service (e.g., apps, plug-ins, application programming interfaces (“**API**”), and software development kits (“**SDK**”)), websites, locations, platforms, applications or services operated by third parties (“**Third-Party Service(s)**”). These Third-Party Services may use their own cookies, web beacons, and other Tracking Technology to independently collect information about you and may solicit Personally Identifiable Information from you.

Certain functionalities on the Service permit interactions that you initiate between the Service and certain Third-Party Services, such as third-party social networks (“**Social Features**”). Examples of Social Features include: enabling you to send content such as contacts and photos between the Service and a Third-Party Service; “liking” or “sharing” Landmark Properties’ content; logging in to the Service using your Third-Party Service account (e.g., using Facebook Connect to sign-in to the Service); and to otherwise connect the Service to a Third-Party Service (e.g., to pull or push information to or from the Service). If you use Social Features, and potentially other Third-Party Services, information you post or provide access to may be publicly displayed on the Service (see [Section 5](#)) or by the Third-Party Service that you use. Similarly, if you post information on a third-party service that references the Service (e.g., by using a hashtag associated with Landmark Properties or Landmark Properties Affiliates in a tweet or status update), your post may be used on or in connection with the Service or otherwise by Landmark Properties and Landmark Properties Affiliates. Also, both Landmark Properties and the third party may have access to certain information about you and your use of the Service and any Third-Party Service.

Landmark Properties may engage and work with Service Providers and other third parties to serve advertisements on the Service and/or on third-party services. Some of these ads may be tailored to your interest based on your browsing of the Service and elsewhere on the Internet, which may include use of precise location and/or Cross-device Data, sometimes referred to as “interest-based advertising” and “online behavioral advertising” (“**Interest-based Advertising**”), which may include sending you an ad on a third-party service after you have left the Service (i.e., “retargeting”).

Landmark Properties may use Google Analytics, Adobe Analytics or other Service Providers for analytics services. These analytics services may use cookies and other Tracking Technologies to help Landmark Properties analyze Service users and how they use the Service. Information generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these Service Providers on servers in the U.S. (or elsewhere) and these Service Providers may use this information for purposes such as evaluating your use of the Service, compiling statistic reports on the Service’s activity, and providing other services relating to Service activity and other Internet usage.

Landmark Properties is not responsible for, and makes no representations regarding, the policies or business practices of any third parties, including, without limitation, analytics Service Providers and Third-Party Services associated with the Service, and encourages you to familiarize yourself with and consult their privacy policies and terms of use. See [Section 11](#) for more on certain choices offered by some third parties regarding their data collection and use, including regarding Interest-based Advertising and analytics.

## 7. DATA SECURITY AND MONITORING.

Landmark Properties takes reasonable measures to protect Landmark Properties-Collected PII (excluding public UGC) from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and online digital storage are not completely secure and Landmark Properties does not guarantee the security of your information collected through the Service.

To help protect you and others, Landmark Properties and its Service Providers may (but make no commitment to) monitor use of the Service, and may collect and use related information including Landmark Properties-Collected PII and other Personally Identifiable Information for all purposes not prohibited by applicable law or inconsistent with this Privacy Policy, including, without limitation, to identify fraudulent activities and transactions; prevent abuse of, and investigate and/or seek prosecution for, any potential threats to or misuse of the Service; ensure compliance with the [Terms of Use](#) and this Privacy Policy; investigate violations of or enforce these documents; improve the Services and your Services experiences, and to protect the rights and property of Landmark Properties, third parties, and other users. Monitoring may result in the collection, recording, and analysis of online activity or communications through our Service. If you do not consent to these conditions, you must discontinue your use of the Service.

## 8. INTERNATIONAL TRANSFER.

Landmark Properties is based in the U.S. and the information Landmark Properties and its Service Providers collect is governed by U.S. law. If you are located in the European Union (EU), European Economic Area (EEA), and/or Switzerland, please note that Company does not intend to offer goods and services (including the Services) to EU, EEA, or Swiss individuals. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service may be transferred to, processed, stored, and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information, including Personally Identifiable Information, in the U.S. as set forth in this Privacy Policy.

## 9. CHILDREN'S PRIVACY.

The Service is intended for a general audience and not directed to children less than 13 years of age.

Landmark Properties does not intend to collect personal information as defined by the U.S. Children's Online Privacy Protection Act ("COPPA") ("**Children's Personal Information**") in a manner that is not permitted by COPPA. If we obtain knowledge that we have collected Children's Personal Information in a manner not permitted by COPPA, we will remove such data to the extent required by COPPA.

Any California residents under the age of eighteen (18) who have registered to use the Service, and who posted content or information on the Service, can request removal by contacting Landmark Properties [here](#), detailing where the content or information is posted and attesting that you posted it. Landmark Properties will

then make reasonable good faith efforts to remove the post from prospective public view or anonymize it so the minor cannot be individually identified to the extent required by applicable law. This removal process cannot ensure complete or comprehensive removal. For instance, third-parties may have republished or archived content by search engines and others that Landmark Properties does not control.

## **10. ACCESSING AND CHANGING INFORMATION.**

Landmark Properties may provide web pages or other mechanisms allowing you to delete, correct, or update some of the Landmark Properties-Collected PII, and potentially certain other information about you (e.g., profile and account information). Landmark Properties will make good faith efforts to make requested changes in Landmark Properties' then-active databases as soon as practicable, but it is not always possible to completely change, remove or delete all of your information or public postings from Landmark Properties' databases (California minors see [Section 9](#)) and residual and/or cached data may remain archived thereafter. Further, we reserve the right to retain data (a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law.

## **11. CHOICES: TRACKING AND COMMUNICATIONS OPTIONS.**

**A. Tracking Technologies Generally.** Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options, so you may need to set them separately. Also, tools from commercial browsers may not be effective with regard to Flash cookies (also known as locally shared objects), HTML5 cookies, or other Tracking Technologies. For information on disabling Flash cookies, go to Adobe's website <http://helpx.adobe.com/flash-player/kb/disable-third-party-local-shared.html>. Please be aware that if you disable or remove these technologies, some parts of the Service may not work and that when you revisit the Service your ability to limit browser-based Tracking Technologies is subject to your browser settings and limitations.

Some App-related Tracking Technologies in connection with non-browser usage (e.g., most functionality of a mobile app) can only be disabled by uninstalling the app. To uninstall an app, follow the instructions from your operating system or handset manufacturer. Apple and Google mobile device settings have settings to limit ad tracking, and other tracking, but these may not be completely effective.

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no consensus among industry participants as to what "Do Not Track" means in this context. Like many online services, Landmark Properties currently does not alter Landmark Properties' practices when Landmark Properties receives a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you can visit <http://www.allaboutdnt.com>, but Landmark Properties is not responsible for the completeness or accuracy of this third party information. Some third parties, however, may offer you choices regarding their Tracking Technologies. One way to potentially identify cookies on our web site is to add the free Ghostery plug-in to your browser ([www.ghostery.com](http://www.ghostery.com)), which according to Ghostery will display for you traditional, browser-based cookies associated with the web sites (but not mobile apps) you visit and privacy and opt-out policies and options of the parties operating those cookies. Landmark Properties is not responsible for the completeness or accuracy of this tool or third-party choice notices or mechanisms. For specific information on some of the choice options offered by third party analytics and advertising providers, see the next section.

**B. Analytics and Advertising Tracking Technologies.** You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on. You may exercise choices regarding the use of cookies from Adobe Analytics by going to <http://www.adobe.com/privacy/opt-out.html> under the section labeled “Tell our customers not to measure your use of their web sites or tailor their online ads for you.”

You may choose whether to receive some Interest-based Advertising by submitting opt-outs. Some of the advertisers and Service Providers that perform advertising-related services for us and third parties may participate in the Digital Advertising Alliance’s (“DAA”) Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding Interest-based Advertising, including use of Cross-device Data for serving ads, visit <http://www.aboutads.info/choices/>, and <http://www.aboutads.info/appchoices> for information on the DAA’s opt-out program specifically for mobile apps (including use of precise location for third party ads). Some of these companies may also be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads. Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit these opt-out webpages, or you subsequently erase your cookies, use a different device or web browser or use a non-browser-based method of access (e.g., mobile app), your NAI / DAA browser-based opt-out may not, or may no longer, be effective. Landmark Properties supports the ad industry’s [Self-regulatory Principles for Online Behavioral Advertising](https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf) <https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf> and expects that ad networks Landmark Properties directly engages to serve you Interest-based Advertising will do so as well, though Landmark Properties cannot guaranty their compliance. Landmark Properties is not responsible for effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs.

In addition, we may serve ads on third-party services that are targeted to reach people on those services that are also identified on one of more of our data bases (“**Matched List Ads**”). This is done by using Tracking Technologies or by matching common factors between our data bases and the data bases of the third-party services. For instance, we may use such ad services offered by Facebook or Twitter and other Third-Party Services. We are not responsible for these Third-Party Services, including without limitation their security of the data. If we use Facebook to serve Matched List Ads on Facebook services, you should be able to hover over the box in the right corner of such a Facebook ad, or go to your account settings, and find out what options Facebook offers you to control such ads. If we use Twitter Matched List Ads, you should be able to review your ad options in account settings on Twitter. We are not responsible for such third parties’ failure to comply with your or our opt-out instructions, they may not give us notice of opt-outs to our ads that you give to them, and they may change their options without notice to us or you.

**C. Mobile Apps.** With respect to Landmark Properties’ mobile apps (“apps”), you can stop all collection of data generated by use of the app by uninstalling the app. Also, you may be able to exercise specific privacy choices, such as enabling or disabling certain features (e.g., location-based services, push notifications, accessing calendar/contacts/photos, etc.), by adjusting the permissions in your mobile device and/or the app’s settings. Beware that if GPS precise location services are disabled, other means of establishing or estimating location (e.g., connecting to or proximity to wi-fi, Bluetooth, beacons, or our networks) may persist. **To learn more about how you can control location permissions using your mobile device’s operating system settings, please visit the following links depending on which device you use:**

Android:

For Android 6.0 and above:

- <https://support.google.com/googleplay/answer/6270602?hl=en>

For earlier versions of Android:

- <https://support.google.com/googleplay/answer/6014972>

iOS: - <https://support.apple.com/en-us/HT207056>

**D. Communications.** You can opt out of receiving certain promotional communications (emails or text messaging) from Landmark Properties at any time by (i) for promotional e-mails, following the instructions provided in emails to click on the unsubscribe link, or if available by changing your communication preferences by logging onto your account; (ii) for text messages, following the instructions provided in text messages from Landmark Properties to text the word, “STOP”; and (iii) for app push notifications turn off push notifications on the settings of your device and/or the app, as applicable. Please note that your opt-out is limited to the e-mail address or phone number used and will not affect subsequent subscriptions. If you opt-out of only certain communications, other subscription communications may continue. Even if you opt out of receiving promotional communications, Landmark Properties may, subject to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or Landmark Properties’ ongoing business relations.

**E. Cross-Device Data.** To learn more about how you can exercise certain choices regarding Cross-device data for Interest-based Advertising, see the section above regarding the DAA’s Interest-based Advertising choices.

## 12. STATE NOTICES.

**A. Nevada Residents.** Although we do not “sell” “covered information” of Nevada “consumers” as those terms are defined by Chapter 603A of the Nevada Revised Statutes, you may contact us [here](#) and register an e-mail contact address for us to provide you notice in the event we should do so in the future, at which point you will have an opportunity to be verified and exercise your opt-out rights under that law. Contact us in the same manner to update your contact email for notices. Changing your email elsewhere (e.g., informational requests, account information, etc.) will not update your Nevada notice contact information. It is your responsibility to keep your notice contact information current.

**B. California Residents.** California residents can learn more about their privacy rights in our California Consumer Privacy Notice [here](#).

**C. Connecticut Privacy Notice.** Connecticut law requires any person or entity that collects Social Security numbers from Connecticut residents in the course of business to create a privacy protection policy and to publish or display it publicly. It is our policy to protect the confidentiality of Social Security numbers in our possession from misuse and improper disclosure by maintaining and enforcing policies and physical and electronic safeguards against misuse and improper disclosure. Unlawful disclosure of Social Security numbers is prohibited, and access to them is limited to personnel who need access to such information in order to perform their job functions.

## 13. CHANGES TO THIS PRIVACY POLICY.

We reserve the right to change this Privacy Policy prospectively effective upon the posting of the revised Privacy Policy and your use of our Service indicates your consent to the privacy policy posted at the time of use. However, we will not treat your previously collected Landmark Properties-Collected PII, to the extent it is not collected under the new privacy policy, in a manner materially different than represented at the time it was collected without your consent. To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision shall be severed to the extent necessary for the remainder to be valid and enforceable.

**14. CONTACT LANDMARK PROPERTIES.**

If you have any questions about this Privacy Policy, please contact Landmark Properties [here](#) or at 315 Oconee Street Athens, GA 30601 (Attention: Legal Department).

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