

## **Privacy Policy**

541 Media, LLC is committed to safeguarding your privacy online whenever you use any of our Rental Guide™ websites. We encourage you to review the following Privacy Policy so that you may understand how your personal information will be treated as you make full use of our many offerings.

**What personally identifiable information about me do you collect?** You do not have to give us personally identifiable information in order to visit our website, search for a rental, or view our local resources. If you choose to register, save your search, order a guide, or check availability with any of our advertising partners you will be asked to complete a short form to register with the Rental Guide™. As part of your registration, we may ask for personally identifiable information, such as your name, address, email address, phone number, move or travel date. The more information you volunteer (and the more accurate it is), the better we are able to customize your experience for your search. We keep all of your personally identifiable information secure online and offline facilities.

**Collection of Information by Third-Party Sites, Ad Servers and Sponsors** Our websites may contain links to other websites whose information practices may be different than ours. While visiting this website, you may link to another website via a window opened within (or on top of) our website. Our privacy policies and procedures may or may not be consistent with the policies and procedures of other websites you visit while here. Users should consult, read and understand any other website's privacy notices before choosing to provide personally identifiable data on such linked website as our privacy policies and treatment of your data does not apply and we have no control over information that is submitted to, or collected by, these third parties. This website sometimes may offer products, services or content (e.g., contests, sweepstakes, or promotions) that are sponsored by or cobranded with identified third parties. By virtue of these relationships, the third parties typically have access to the personally identifiable information that you submit, if any, in connection with that offering in order to participate in such particular website activity. 541 Media, LLC has no control over these third parties' use of this information. This website will notify you at the time of requesting personally identifiable information if these third parties will obtain such information. This website may use a third party to present or serve the advertisements that you may see on our web pages. These third party ad servers may use cookies, web beacons, clear .gifs or similar technologies to help present such advertisements, and to help measure and research the advertisements' effectiveness. The use of these technologies by these third party ad servers is subject to their own privacy policies and is not covered by our Privacy Policy. In addition to registration, we may ask you for personal information at other times, including (but not limited to) when you request information about a property, order a magazine, enter a sweepstakes, contest, or promotion sponsored by us or one of our partners or you may provide us with personal information when you send us a letter or email message, such as if you report a problem with our website or services. If you contact us, we may keep a record of that correspondence.

If we collect personally identifiable information from you, you are giving us permission to use that information for the specific purpose for which it is provided and to contact you regarding site services, improve or enhance site performance, to offer you information regarding products and services, fulfill product orders, improve our website, to communicate to you about other matters

that may be of interest to you and for any other purpose described in this Privacy Policy. In connection with the foregoing, we may share your information with our affiliates. Users unwilling to provide personally identifiable information online can choose to work with a sales representative or customer service representative to utilize member services or other site offerings. From time to time, we also may ask users to complete surveys that we use for research purposes. Wherever we collect personal information, the information you provide will be subject to the terms of this Policy. In addition, we may use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses, however, will not be linked to your personally identifiable information. Finally, our sites also may contain links and advertisements to other website that are operated by other companies or persons. Therefore, we do not control the privacy policies of those sites. This policy statement only applies to information collected and maintained by 541 Media LLC.

### **How We Use the Information**

Information about our customers is an important part of our business, and we are not in the business of selling personally identifiable information to unaffiliated third parties for their commercial use. We share personally identifiable customer information with unaffiliated third parties only as described herein.

**What are cookies and how do you use them?** As part of offering and providing customizable and personalized services, we use cookies to store and sometimes track information about you. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Some of these cookie files will be stored on your hard drive even after you close your browser and other files may be temporary files that will be deleted when you close your Internet browser. We will not, however, attempt to read any cookies or files that may be on your computer, including cookies that may have been placed on your computer by other Websites that you may have visited. Generally, we use cookies to: (1) Remind us of who you are and to access your account information (stored on our secured computers) in order to permit the tailoring of the Websites to better match your interests and/or preferences. These cookies will be stored on your computer when you register or "Sign In" to our website. (2) Estimate our audience size. Each browser accessing our website is given a unique cookie that is then used to determine the extent of repeat usage, usage by a registered user versus by an unregistered user, and to help target our services and advertisements based on your interests and behavior. (3) Track your progress and number of entries in some of our promotions, sweepstakes, and contests. When one of the promotions that we host uses cookies, the information written to the cookie may be used to indicate the player's progress through the promotion, and may be used to track entries, submissions, and status in prize drawings. (4) Measure certain traffic patterns, such as which areas of our Websites you have visited and your visiting patterns. This information, however, is only gathered in aggregate form - that is, this aggregated information is not linked to any personal information that can identify any individual person. We use this research to understand how our users' habits are similar or different from one another so that we can make each new experience on our sites a better one. We may use this information to better personalize the content, banners, and promotions that you and other users will see on our sites.

**Third Party Advertisers and Cookies** We use third-party companies to serve ads when you visit our website. These companies may use information (not including your name, address, email address or

telephone number) about your visits to our website in order to provide advertisements on our website, other sites and other forms of media about goods and services that may be of interest to you.

**How do you use my information?** Our primary goal in collecting personally identifiable and other information is to provide you, the user, with a customized experience on our website. This includes personalization services and many other types of services. By knowing a little about you, we are able to deliver more relevant advertisements and content, and hence a better and more valuable service, to you. For example, the more we know about the type of home or community in which you are interested, the more appropriate information we can deliver to you. In our role of delivering targeted advertisements, we play the middleman. Advertisers give us an advertisement and we are not liable.

**Who besides you is collecting my information?** In addition, promotions that run on our websites also may be sponsored by companies other than us or may be cosponsored by us and another company. Some or all data collected during a promotion may be shared with the sponsor. If data from your entry will be shared, you will be notified prior to the time of data collection. You can decide not to participate in the promotion if you do not want to share your information.

**What happens when I click on a link from your one of your sites?** As a convenience, our websites contain links and advertisements to other sites that may not be controlled by, or affiliated or associated with, us. Accordingly, we do not make any representations concerning the privacy practices or terms of use of such sites, nor do we control or guarantee the accuracy, integrity, or quality of the information, data, text, software, music, sound, photographs, graphics, video, messages, or other materials available on such sites. We encourage you to view the privacy policy and terms of use of any sites that you may visit. Additionally, the inclusion or exclusion of links or advertisements on our sites does not imply any endorsement by us of the sites, the site's provider, or the information on the sites. Specifically, please be aware that our partners, advertisers, and other websites that have links on our sites may collect personally identifiable information about you. The information practices of those partners, advertisers, and other websites linked to our sites are not covered by this Policy.

**With whom do you share my information?** As a general rule, we will not disclose any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or as specifically set forth in this Policy. Please see the Terms of Use for each of our products and services for more detailed information about how your personal information may be shared. The following describes some of the ways that your information may be disclosed. Many promotions also may offer opportunities for you to request additional information from sponsors. By requesting more information, you give us permission to transfer your personal information to the sponsor so they can fulfill your request. From time to time, you may request specific information about a property or you may be offered the opportunity to receive materials or special offers from third parties. If you opt to receive information from these third parties, we will share your name, address, telephone number if requested by you or provided and email address with them and our local representatives. Other: We may also disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal

action against someone who may be violating our Terms of Use or may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, the rights of our users or other parties, or anyone else that could be harmed by such activities. We may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services. We also may disclose your personally identifiable information in connection with the sale of our company's business or assets.

**What are my choices regarding your collection, use, and distribution of my information?** We may, from time to time, send you email regarding our products and services. In addition, if you indicated upon registration that you are interested in receiving offers or information from our partners and us, we may occasionally send you direct mail about products and services that we feel may be of interest to you. Only we (or companies with whom we contract and who agree to keep your information confidential) will prepare these direct mailings and only if you indicated that you do not object to receiving these offers. If you do not want to receive or continue receiving such mailings, simply tell us when you give us your personal information or contact us directly after you have set up your account. You also have choices with respect to cookies. By modifying your Internet browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies you may be unable to use some of our services, including services that require registration in order to participate.

**Businesses We Do Not Control:** At times, we may provide products and services on our Web site in cooperation with an unaffiliated third party. You can tell when a third party is involved in your transactions, and we share customer information related to those transactions with that third party.

**Agents:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes. You may also request that we delete or deactivate your account at any time. Please contact us at [help@541MediaLLC.com](mailto:help@541MediaLLC.com) for further instructions about deleting or deactivating your account with us. It may take us a few days to delete or deactivate your account following your request and we may maintain certain residual information about your account in our archives.

**What security precautions are in place to protect the loss, misuse, or alteration of my information?** Your account information on our website is password-protected so that you and only you have access to this personal information. Therefore, we recommend that you do not divulge your password to anyone and that you chose a password that only you know. We will never ask you for your password in an unsolicited phone call or in an unsolicited email. Also remember to close your browser window when you have finished your visit to our websites. These practices will help ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place such as a library or Internet cafe. If you use a public computer, you may also wish to delete any temporary or other files that

may have been created during your visit on our sites.

Unfortunately, it is not possible for data transmissions over the Internet or wireless networks, or for any security precautions, to be guaranteed 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

**What about my child's privacy?** The safety of children is very important to us. We maintain general audience Websites that are designed for use by adults and that comply with the Children's Online Privacy Protection Act. Specifically, we do not knowingly collect information from users under age 13.

We encourage parents to create a safe place for children on the Internet. Parental control protections (such as computer hardware, software or filtering services) are commercially available that may assist parents in limiting access to content that may be harmful to minors. We also encourage parents to monitor their child's use of the Internet and teach them not to disclose any personally identifiable information (including their age, appearance, school, grade, etc.) about themselves in emails, chat rooms, or on other sites, except with your knowledge and approval.

**Updates and Effective Date** We reserve the right to make changes to our Privacy Policy from time to time for any reason. Such changes, modifications, additions or deletions shall be effective immediately upon posting, unless otherwise indicated. We have no duty or obligation to inform prior visitors that changes have been made, regardless of the scope and importance of the changes. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it and to whom we disclose it. Your continued use of the Web site after such changes are posted will be deemed to constitute your agreement to and acceptance of such changes.

**Where can you get additional information about us or our Websites?** Our Websites are owned and operated by 541 Media LLC., 1900 NE 3<sup>rd</sup> Street Ste. 106-117, Bend, OR 97701.