

Privacy & Security Policy
Adopted January 23, 2008, Revised 05/20/09

We recognize the importance of protecting the personal information you provide at the NRDS website. 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 such as personal and business addresses, phone and fax numbers, firm affiliations and titles.
 - Data gathered from our website
 - Information you may volunteer via surveys, applications, and general demographic information.
2. We use this information to :
 - Notify members of upcoming events, products and services
 - Calls to Action
 - Display on the association's website
3. ECBR 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 ECBR 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 of NAR's REALTOR VIP® Program for the limited purpose of notifying you of NAR approved promotions.
 - Other vendors for the limited purpose of contacting targeted groups of members, through marketing vehicles approved by NAR and Missouri Association of REALTORS®.
 - When required by law or valid legal process, or to protect the personal safety of our members or the public.
 - Some or all of the data collected during promotions or contests on our sites that are sponsored by third parties may be shared with the sponsor for the limited purpose of a one-time marketing follow-up by the sponsor. If information about you will be shared with a sponsor you will be notified prior to your participation in the promotion or contest and you can decide not to participate in the promotion or contest.
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 online notifications regarding services, products and programs.
 - You may e-mail ECBR requesting to Opt-Out of online communications (a Opt-Out link is provided at the bottom of email messages from ECBR)
8. You may edit your personal contact information directly in the NRDS system or by contacting your local REALTOR® association.
9. Some of our sites contain advertising placed by advertising networks pursuant to agreements between the East Central Board 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 East Central Board 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 East Central Board of REALTORS®. The advertising network may also aggregate the information for certain other statistical and reporting purposes.