

Swanberg Realty LLC - Privacy Policy

Privacy Policy Overview

At Swanberg Realty LLC, we appreciate the trust you place in us when you choose to visit our website—and we take that responsibility seriously. This Swanberg Realty LLC Privacy Policy (the "Policy") describes how we collect and use personal information about you when you visit our website, call us on the phone, or visit our office.

By "personal information," we mean information that directly identifies you, such as your name, address, or email address. In this Policy, "we" and "our" mean Swanberg Realty LLC, and "you" means any person who visits our website, calls us on the phone, or visits our Office.

What Categories of Information We Collect

We collect a variety of types of information. Examples include:

- **Identifiers and contact information**, such as your name, address, phone number, or email address.
- **Payment information**, such as your payment method and payment information (such as debit or credit card number and information), and billing address;
- **Communications and interactions**, which may include email messages, chat sessions, text messages, and phone calls that we exchange with you;

How We Collect Information

We collect information on our website, during calls with you, and in our office. We also obtain information from you and from third parties. For example, we collect and obtain information:

- **You provide**, such as when you make a purchase, interact with our brokers or staff, visit or contact us or sign up for emails.
- **During office visits**, such as the types of information noted above that you provide.
- **From third parties**, such as service providers that we use, analytics companies, advertising networks and cooperatives, demographic companies, third parties that provide us with information about you and the different devices you use online, and other third parties that we choose to collaborate or work with;
- **From social media platforms and networks** that you use in connection with our website, or that share or allow you to share information with us, such as Facebook, Twitter, Pinterest, and Instagram. For more information about social media platform and network privacy practices, please review the privacy policies and settings of the social media platforms and networks that you use;
- **Using cookies and automatic collection methods**. For example, we and third parties we work with may collect information from the computer, tablet, phone, or other device that you install our mobile application on, that you use to access our website, or that you use to open an email or click on an advertisement from us. This collection includes automatically collected information, and generally does not include personal information unless you

provide it through our website, or you choose to share it with us. Methods we use include:

- cookies (which may be session-based or persistent, and are typically small data files that are stored on your hard drive or in connection with your Internet browser);
- web beacons or tags (small images embedded into websites or emails that send information about your computer, tablet, phone, or other device when you visit our website, use or mobile application, or open an email we send to you);
- website and mobile application log files (which we tend to create automatically in connection with access to and use of our website and mobile application);

How We Use Information

We use the information that we collect to conduct our business. We also may combine any or all the information that we collect or obtain. Examples of how we use information include:

- **To provide you with products and services**, such as to process your rent or utility payments; process, maintain and service your account(s).
- **To respond to you**, such as when you: call us; make a request or inquiry; complete a survey; or share a comment or concern.
- **For marketing and advertising**, such as to: send you marketing and advertising communications; check creditworthiness; and to customize the marketing and advertising that we show you (we offer choices about marketing and advertising as noted in the Your Choices section below);
- **For our business purposes**, such as: to operate and improve upon our business and lawful business activities; to maintain our programs, accounts, and records; and for any other business purpose that is permitted by law.
- **For legal and safety purposes**, such as to: defend or protect us, our customers, you, or third parties, from harm or in legal proceedings; protect our rights; protect our security and the security of our customers, employees, and property; respond to court orders, lawsuits, subpoenas, and government requests; address legal and regulatory compliance; and notify you of product recalls or safety issues.

How We Share Information

In general, we do not share personal information about you with third parties for third-party marketing or advertising purposes. For example, we share personal information with:

- **Third parties and service providers** that provide products or services to us, that help us market or advertise to you (including co-branded marketing and advertising), or that provide products or services to you. We may use third parties or service providers to help with auditing interactions and transactions with you, addressing security, fixing errors, helping us with advertising or marketing, maintaining accounts and providing customer service, helping with our internal research, verifying service quality or safety, and performing any of the other actions or activities allowed under this Policy;
- **Social media platforms and networks** such as Facebook, Twitter, Pinterest, and Instagram that offer functionalities, plugins, widgets, or tools in connection with our

website or mobile application (e.g., to log into an account, or to share inspiration, finds, purchases, and other content with your friends and followers on social media). If you choose to use these functionalities, plugins, widgets, or tools, certain information may be shared with or collected by those social media companies—for more information about what information is shared or collected, and how it is used, see the applicable social media company's privacy policy;

- **Parties to business transactions** such as those we deal with in mergers, acquisitions, joint ventures, sales of assets, reorganizations, divestitures, dissolutions, bankruptcies, liquidations, or other types of business transactions. In these types of transactions, personal information may be shared, sold, or transferred, and it may be used subsequently by a third party; and
- **Additional third parties** such as law enforcement, government entities, courts, or other third parties as required or allowed by applicable law, such as for the legal and safety purposes described under the "How We Use Information" section above, or otherwise to help prevent harm or fraud to us, you, our customers, or other third parties. We also may share personal information with third parties upon your request or with your approval, though we may not be able to accommodate all requests.

We may share personal information with the third-party companies we work with for our purposes, though in general we do not share personal information about you with third parties for third-party marketing or advertising purposes. We may also share other information at our discretion, including automatically collected information, which may be used by third parties for third-party marketing, advertising, and other purposes. For information about the choices you have about the online advertising practices described in this section, please see the "Your Choices and Access Requests" section below.

Your Choices and Access Requests

We strive to offer you choices about how personal information is used and shared. Your choices include:

- **Social Media Platforms and Networks.** We encourage you to review your privacy options and settings with the social media platforms and networks you use to understand what choices you have about sharing information from those platforms and networks with us.
- **Email Choices.** You can opt out of marketing or advertising emails by using the "unsubscribe" link or mechanism noted in marketing or advertising emails you receive from us.
- **Access Requests.** If you have registered for an online account, we allow you to access and update certain personal information that you have provided to us by logging into your online account and using the features and functionalities available there. You may have additional rights in the state in which you reside. Please see the "Notices, Disclosures, and State-Specific Rights" section below for additional information.

Security and Fraud

We take steps to help protect the confidentiality and security of personal information you share with us through our website. In general, information transmitted through the Internet may not be perfectly secure, and we are unable to guarantee the security of your personal information. We encourage you to take steps to help protect the confidentiality and security of your account and personal information, including by doing the following:

- Installing the latest security updates and anti-virus software on your computer to help prevent malware and viruses.
- Using complex passwords (a minimum of 7 alpha/numeric cAsE sEnsitive characters).
- Not using the same password on more than one website.
- Not sharing your password with others.
- Password protecting your computer and mobile device; and
- Signing out/logging off of website sessions so that your session is closed, especially when using a public computer.

Notices, Disclosures, and State-Specific Rights

- **Links to Other Websites and Services.** Our website may provide links to other Internet sites, content or videos (embedded or direct links) maintained by third parties. We are not responsible for the sites, content, or videos accessed via the links, and we have not reviewed the privacy practices of those third parties. We encourage you to review the privacy practices of those third parties.
- **Browsers Do Not Track Signals.** While we strive to offer you choices when you use our website, we do not promise that we will be able to receive, or honor web browser Do Not Track signals.
- **Children's Privacy.** Swanberg Realty LLC does not knowingly request or collect personal information from any person under 13 years of age without prior verifiable parental consent. If you believe that your child under the age of 13 has submitted personal information to Swanberg Realty LLC in connection with our, and without prior verifiable parental consent, please contact us at peterl@swanbergrealty.com so that we can take steps to delete the personal information that they provided.

If you have questions about this Policy or our privacy practices, please contact us at:

Swanberg Realty LLC
13751 Lake City Way NE, Ste 222
Seattle, WA 98125
peterl@swanbergrealty.com
206-362-1773

Updates to This Policy

We may make changes to this Policy, and may apply any changes to information previously collected, as permitted by law. When we make material changes to this Policy, we will notify you by posting the updated Policy on our website, and we will update the effective date at the end of this Policy.

Effective Date

This Policy is effective January 31, 2020.