

Data Sharing with Keller Offers

Your privacy interests are important. This document discusses potential data sharing with Keller Offers Holdings, LLC, Keller Offers Brokerage, LLC, and Keller Offers Concierge, LLC (together, “**Keller Offers**”) and with others. You are not required to share your data as described herein unless you seek services from Keller Offers, in which case we request your consent as indicated below. This information is useful to Keller Offers, other affiliates of Keller Williams Realty, Inc. (“**Affiliates**”), and third parties such as potential investors/cash buyers, home renovation contractors, service providers and others (“**Other Third Parties**”) in responding to requests for an offer or other services through Keller Offers and to operate their businesses. Your agent or Keller Offers can provide you with additional information about Keller Offers’ services.

Information about You or Your Property/Listing

Information about you or your property may be collected and used in various ways by Keller Williams (“**KW**”); its agents; its brokerage, its franchisor, Keller Williams Realty, Inc. (“**KWRI**”); or other KW market centers. For example, you may supply information if you visit www.KW.com or your agent’s website, or if you reach out to a particular agent, broker, or office. This information may be shared between and among KW, its agents, KWRI, Keller Offers, other Affiliates and Other Third Parties. Likewise, KW or its agents may collect, publicize, and otherwise use listing content (e.g., photographs, video recordings, virtual tours, drawings, narratives, pricing information) relating to your property, including content that you provide to KW or its agents and/or content that is otherwise obtained or produced in connection with your listing. This and any other information that may be collected about you or your property by KW, its agents, KWRI, or other KW market centers would be useful to Keller Offers in providing our services to you, including to aid in the preparation and improve the accuracy of any cash offer made to you through Keller Offers and our program Ready to Sell services. We ask for your consent that such information may be shared with Keller Offers, Affiliates and Other Third Parties, subject, however, to any statutory or fiduciary duties that your agent owes you that would require withholding specific information.

Information about Your Sales Options and Our concierge program - Ready to Sell

You might ask KW or its agent to seek cash offers on your behalf and/or to analyze the option of listing your home on the open market. Such information and analysis about other cash offers would be useful to Keller Offers, its Affiliates and Other Third Parties, including to prepare any cash offer made to you through Keller Offers. This could have the effect of allowing offers made through Keller Offers to be adjusted accordingly. The information may also be useful if you seek Keller Offer’s concierge program - Ready to Sell services, such as putting you in touch with providers of repairs and renovations or lenders who offer financing for such projects.

Sharing and Use by Keller Offers with Other Affiliates and Other Third Parties

Keller Offers may share or sell the foregoing information with or to its Affiliates and Other Third Parties for the purposes of helping Keller Offers operate its business, market its services, process transactions, better provide services to you, and/or so that the Affiliates or Other Third Parties may contact you for their own commercial purposes, including marketing their own products and services. Except as is set forth above and in Keller Offers’ Privacy Policy, Keller Offers will not sell or transfer your personal information. Keller Offers, our Affiliates and Other Third Parties will use your data in compliance with the terms and conditions of their own privacy policies,¹ and Keller Offers is not responsible for how these Affiliates and Other Third Parties collect, use, and share your data. You may opt out of Keller Offers’ selling of your data by contacting us at OptOut@KellerOffers.com. You also may opt-out of further marketing emails by clicking “unsubscribe” from the bottom of any marketing email.

I consent for KW or its agent, subject to any statutory or fiduciary duties that would prohibit it, to share any and all of the above-described information with Keller Offers for the purposes set forth above.

¹ Without limiting the generality of the foregoing and for example, KWRI’s privacy policy can be found at <http://www.kw.com/kw/privacypolicy.html>.

KELLER OFFERS PRIVACY POLICY

Last revised: May 2021

1. INTRODUCTION

Purpose. The purpose of this Privacy Policy is to describe how Keller Offers Holdings, LLC, Keller Offers Brokerage, LLC, Keller Concierge, LLC and Keller Offers Concierge, LLC (together, “Keller Offers,” “our,” “us,” or “we”) collects, uses, and shares information about you in connection with the services we provide (“**Services**”). Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy, please feel free to Contact Us as described at the end of this Policy.

Our Privacy Policy explains:

[Information That We Collect](#)

[How We Use and Share Your Information](#)

[Access to Your Information and Choices](#)

[Security of Your Information](#)

[California Privacy Rights](#)

[Consent to Processing of Personal Data in United States](#)

[Changes to Our Privacy Policy](#)

[Questions and How Contact Us](#)

Scope. This Privacy Policy applies only to Keller Offer’s use of your personal information. **If you interact with real estate agents or sales representatives (“Agents”), other affiliates of Keller Williams Realty, Inc. (“Affiliates”), or third parties such as potential investors/cash buyers, home renovation contractors, lenders, service providers, and others (“Other Third Parties”), such, Agents, Affiliates, and Other Third Parties are responsible for providing you with additional notices regarding how they will collect, use, and share your personal information. Keller Offers is not responsible for the actions or omissions of Agents, Affiliates, or Other Third Parties, including compliance with their own respective privacy notices.**

2. INFORMATION THAT WE COLLECT

Information You Provide to Us

We obtain personal information from Agents, Affiliates, and Other Third Parties that may be used by us to market and provide our Services to you, such as making or facilitating cash offers to buy your property or facilitating your interest in exploring options to repair or renovate your property

in anticipation of listing it for sale. If we meet or interact directly with you, we may also request you provide to us additional information relevant to our Services. The information provided to us includes information relevant for us to market and provide our Services to you and may include name; address; telephone number; information about your property; information that may be relevant to our Services; and other information you choose to submit to us.

Cookies; Information We Collect Automatically Through Your Use of our Site

We and our marketing and advertising network partners use cookies and other technologies to receive and store certain types of information whenever you interact with our website (the “Site”) through your computer or mobile device. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the Site again, the cookie allows the Site to recognize your browser. Cookies may store unique identifiers, user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Site features or services may not function properly without cookies. We use cookies to improve the quality of our service, including for storing user preferences and tracking user trends.

Advertising Cookies, Ad Networks and Similar Technologies

Advertising and other similar technologies used by us and our marketing and advertising network partners (such as Facebook, Google, etc.) include cookies that are used to display targeting promotions or advertisements based on your use of the Site and interests and to manage our use of advertising resources. These cookies and related technology collect and transmit information about your activities on this and other sites to provide you with targeted advertising. You can learn more about interest-based advertisements and your opt-out rights and options from members of the Network Advertising Initiative (“NAI”) on its website (www.networkadvertising.org) and from members of the Digital Advertising Alliance on its website (www.aboutads.info). We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can also opt out of receiving targeted ads from members of the NAI on its website.

3. HOW WE USE AND SHARE YOUR INFORMATION

To Provide Products, Services, and Information. We may collect information from Agents, Affiliates, Other Third Parties, and you in order to: market our Services to you and provide information to you about our Services (including through text messaging, email and other electronic communications); process, fulfill, and administer transactions and order for Services you obtain from us; provide information, Services that you request from us or that may be of interest to you, including promotional offers; contact you in response to a request; to fulfill any other purpose for which you provide it; to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection; to notify you about changes to our Services; in any other way we may describe when you provide the information; and for any other purpose with your consent.

Sharing with Others. We may provide information to Agents, Affiliates, and Other Third Parties that we use to support our business.

Third Party Commercial & Marketing Purposes. By obtaining or using our Services, you consent to our sharing or sale of your personal data with Agents, Affiliates, and Other Third Parties for their own commercial purposes, including promotional purposes and the resale of your personal information. These Agents, Affiliates and Other Third Parties will use your data in compliance with the terms and conditions of their own privacy policies. Without limiting the generality of the foregoing and for example, our affiliate Keller Williams Realty, Inc.'s privacy policy can be found here, <http://www.kw.com/kw/privacypolicy.html>. Keller Offers may use other potential third party cash buyer investors or companies. See Legal Proceedings statement below. Keller Offers is not responsible for how these third parties (including Affiliates) collect, use, and share your personal information. You may opt out of this sharing by contacting us as described below at the end of this Policy.

Your Consent. In addition to the sharing described elsewhere in this Policy, we will share personal information with companies, organizations or individuals outside of Keller Offers when we have your consent to do so or for any other purpose disclosed by us when you provide the information. For example, we will disclose your information to our Affiliates and Other Third Parties to contact you in regard to the potential sale of your property.

Legal Proceedings. We will share personal information with third party companies, organizations or individuals outside of Keller Offers if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- Meet any applicable law, regulation, subpoena, legal process or enforceable governmental request.
- Enforce applicable Terms of Use, including investigation of potential violations.
- Detect, prevent, or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of Keller Offers, our users, customers or the public as required or permitted by law.

Transfer in the Event of Sale or Change of Control. If the ownership of all or substantially all of our business changes or we otherwise transfer assets relating to our business or the Services to a third party, such as by merger, acquisition, bankruptcy proceeding, or otherwise, we may transfer or sell your personal information to the new owner. In such a case, unless permitted otherwise by applicable law, your information would remain subject to the promises made in the applicable privacy policy unless you agree differently.

4. ACCESS TO YOUR INFORMATION AND CHOICES

You can access, request deletion of, and update certain information we have relating to you by contacting us using the information set forth below. If you have questions about personal

information we have about you or need to update your information, you can email us at questions@kelleroffers.com. If you do not wish to have your email address used by Keller Offers or their affiliates to promote events, materials, and services, you can opt-out at any time by clicking the unsubscribe link at the bottom of any email or other marketing communications you receive from us or contacting us using the information below. This opt out does not apply to informational emails and communications provided by or on behalf of Keller Offers or an affiliate in regarding our events or services. You can opt-out of receiving text messages from us by replying to our text messages with the word "STOP".

If you request deletion of your information, we will no longer use your information or share it with third parties, except. We may, however, retain a copy of the information for archival purposes, and to avoid identity theft or fraud. We may also not be able to accommodate your request if we believe it would violate any law or legal requirement or cause the information to be incorrect.

To learn more about interest-based advertisements and your opt-out rights and options, visit the Digital Advertising Alliance and the Network Advertising Initiative websites (www.aboutads.info and www.networkadvertising.org). Please note that if you choose to opt out, you will continue to see ads, but they will not be based on how your online activity.

5. SECURITY OF YOUR INFORMATION

We use industry standard physical, technical and administrative security measures and safeguards to protect the confidentiality and security of your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information.

6. CALIFORNIA PRIVACY RIGHTS

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us once a calendar year information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g. requests made in 2019 will receive information regarding 2018 sharing activities).

To obtain this information, please send an email message to questions@kelleroffers.com with "Request for California Privacy Information" on the subject line and in the body of your message. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

7. DO NOT TRACK

Some web browsers permit you to broadcast a signal to websites and online services indicating a preference that they “do not track” your online activities. At this time, we do not honor such signals, but we currently do not use automated data collection technologies to collect information about your online activities over time and across third party websites or other online services (behavioral tracking).

8. CONSENT TO PROCESSING OF PERSONAL DATA IN UNITED STATES

This Site and Services are not intended for and are not directed to residents of the European Union. By using and accessing our Site, users who reside or are located in countries outside of the United States agree and consent to the transfer to and processing of personal information on servers located outside of the country where they reside, and that the protection of such information may be different than required under the laws of their residence or location.

9. CHANGES TO OUR PRIVACY POLICY

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your consent in accordance with applicable law. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

10. QUESTIONS AND HOW TO CONTACT US

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, please email us at questions@kelleroffers.com, Opt Out at OptOut@KellerOffers.com or contact us by US postal mail at the following address:

Keller Offers
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Suite 400
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