

# Privacy Policy

Last updated: July 21, 2021

This Privacy Policy describes the information Instashowing Company (the “**Company**”, “**us**”, “**we**”, or “**our**”) gathers from users of our website, mobile application, and our showing scheduling and management software and services made available via our website or mobile application (collectively, the “**Service**”) and our policies and procedures on the collection, use, and disclosure of your information when you use the Service. This Privacy Policy applies to individual users of our Service and the company or other legal entity on behalf of which such individual is accessing or using the Service, as applicable (“**you**” or “**your**”). This Privacy Policy does not apply to websites or services that may link to or from the Service, nor does it apply to any information collected offline.

## Consent to Policy

In order to provide the Service, we must collect Personal Data, as defined below. We will use and disclose your Personal Data as described in this Privacy Policy. **By using the Service and/or providing us with your Personal Data, you accept this Privacy Policy and consent to the collection, use, and disclosure of your Personal Data described herein. If you do not agree to this Privacy Policy, you must immediately cease using the Service.**

## Collecting and Using Your Personal Data

### Types of Data Collected

#### Personal Data

While using Our Service, we may collect certain personally identifiable information that can be used to contact or identify you (the “**Personal Data**”). Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address
- Real estate license number
- Payment information

We may collect Personal Data from you in the following situations:

- **Account information:** When you create an account to use the Service (an “**Account**”), we collect limited Personal Data from you, such as your name, email address, username, password, and payment information.
- **Communications:** If you contact the Company to request technical support, inquire about our Service, ask questions about your Account, or for any other purpose, we collect the Personal Data in the communication, including your name, Account username, email address, and the contents of the communication.
- **Use of the Service:** We may receive Personal Data from you throughout your use of the Service, such as when you enter your name and email address to schedule or confirm a showing.
- **Geolocation:** Your geolocation is automatically collected when you use the Service, unless you change your computer or device settings to turn off geolocation.

- **Support:** If you request technical support via our online support ticketing system, we will collect your Personal Data.
- **Information from other sources:** We may receive certain Personal Data about you from other sources and may add it to the Personal Data we have collected about you. For example, if you are a real estate agent and we have a license agreement with your MLS, we may receive Personal Data about you from the MLS, or if you interact with us through a social media application, we may receive Personal Data about you from that application.
- **Other information you voluntarily provide to us:** We collect other Personal Data that you voluntarily provide to us.

### Usage Data

Your use of the Service triggers the automatic logging of certain anonymous information about your computer, mobile device, or tablet (your “**Device**”) and your use of the Service (collectively, the “**Usage Data**”), Usage Data is collected automatically when using the Service.

Usage Data may include information such as your Device's IP address, browser type and version, operating system, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, referring websites, unique device identifiers, and other diagnostic data.

When you access the Service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers, and other diagnostic data.

We may also collect information that your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

### Tracking Technologies and Cookies

Cookies are small files that are placed on your Device by a website containing the details of your browsing history on that website or your personalization settings (“**Cookies**”). We use Cookies and similar tracking technologies to track the activity on our Service and store certain information. We use tracking technologies like beacons, tags, and scripts to collect and track information, to monitor interaction with the Service, and to improve and analyze our Service. Generally, Cookies do not contain personally identifiable information about you.

You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some features of our Service.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your Device when you go offline, while Session Cookies are deleted as soon as you close your web browser.

We use both session and persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide the Service to you and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user Accounts. Without these Cookies, the Service cannot be provided, and we only use these Cookies to provide the Service to you.

- **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Service.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices you make when you use the Service, such as remembering your Account login details or language preference. The purpose of these Cookies is to provide you with a more personal experience and to avoid having to re-enter your preferences every time you use the Service.

- **Tracking and Performance Cookies**

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Service and how users use the Service. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the Device you use to access the Service. We may also use these Cookies to test new pages, features or new functionality of the Website to see how our users react to them.

## Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain our Service**, including to monitor the usage of our Service, provide technical support, and schedule showings.
- **To manage your Account**: to manage your registration as a user of the Service, maintain your Account, remember your preferences, and verify your identity when you log in to the Service.
- **For the performance of a contract**: to fulfill our contractual obligation to you, such as sending you required notices, confirming transactions, and providing the specific features or upgrades you request.
- **To process your payment** for your subscription to the Service.
- **To contact you**: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications, regarding legal notices, updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide you with news**, marketing, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.
- **To manage your requests**: To attend to, manage, and fulfill your requests to us.
- **For security purposes**: to analyze the security of the Service and to help detect and resolve any security incidents.
- **To comply with our legal obligations** and to enforce our Terms of Use, other Company policy, or our legal rights.
- **Any other legal purpose, with your express consent.**

## Use of Your Usage Data

We use anonymous Usage Data to analyze usage of the Service, identify trends, improve the Service and its features, monitor traffic to the Service, and detect and fix errors.

### Disclosing Your Personal Data

We do not sell your Personal Data for any purpose. We may disclose your Personal Data in the following situations:

- **With Service Providers:** We disclose your Personal Data to individuals or entities that provide services to the Company (our “**Service Providers**”) that assist us in facilitating the Service, providing the Service on our behalf, or performing business functions that allow us to provide the Service to you, such as processing payment, analyzing the security of the Service, hosting the Service, and distributing our newsletter. We only disclose the specific categories of Personal Data required to provide the services for which we engaged the Service Provider. Service Providers are restricted from using your Personal Data for any reason other than to provide services to us or on our behalf. Our Service Providers include, but are not limited to, the following:
  - Flurry Analytics

Flurry Analytics service is provided by Yahoo! Inc. We use Flurry Analytics to provide analytical data about your use of the Service.

You can opt-out from Flurry Analytics service to prevent Flurry Analytics from using and sharing your information by visiting the Flurry's Opt-out page: <https://developer.yahoo.com/flurry/end-user-opt-out/>

For more information on the privacy practices and policies of Yahoo!, please visit their Privacy Policy page: <https://policies.yahoo.com/x/en/yahoo/privacy/index.htm>
  - AppNexus

AppNexus remarketing service is provided by AppNexus Inc.

You can opt-out of AppNexus remarketing by visiting the Privacy & the AppNexus Platform web page: <https://www.appnexus.com/platform-privacy-policy#choices>

For more information on the privacy practices of AppNexus, please visit the AppNexus Platform Privacy Policy web page: <https://www.appnexus.com/platform-privacy-policy>
  - Stripe

We use Stripe to process online payments for use of the Service for individual users. If you have an active subscription to use the Service, you cannot opt-out of Stripe's use of your Personal Data.

For more information on the privacy practices of Stripe, please visit the Stripe Privacy Policy web page: <https://stripe.com/privacy>
  - Bill.com

We use Bill.com to process online payments for our MLS clients. Bill.com will collect and process Personal Data of MLS client accounts for the sole purpose of processing payment.

For more information on the privacy practices of Bill.com, please visit the Bill.com Privacy Notice web page: <https://www.bill.com/privacy>
  - HubSpot

We use HubSpot's services to provide marketing content.

For more information on the privacy practices of HubSpot, please visit the HubSpot Privacy Policy web page: <https://legal.hubspot.com/privacy-policy>
- **For Business transfers:** We may disclose or transfer your Personal Data in connection with, or during negotiations of, any merger, consolidation, sale of Company assets, financing, or acquisition of all or a portion of our business to another company.

- **With Affiliates:** We may disclose your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any other subsidiaries, joint venture partners or other companies that we control or that are under common control with us.
- **With Business partners:** We may disclose your information with our business partners to offer you certain products, services or promotions.
- **With other users:** when you share Personal Data or otherwise interact in the public areas with other users, such Personal Data may be viewed by all users and may be publicly distributed outside. If you communicate with other users through the Service, such as to request or confirm a showing, we share your Personal Data with those users.
- **When legally required:** we will disclose your Personal Data pursuant to a subpoena, court order, or other legal process or obligation.
- **To protect our rights:** when necessary to establish, exercise, or protect our legal rights or investigate or prevent illegal activities or suspected fraud, or monitor or detect security incidents, we will disclose Personal Data to the appropriate persons or authorities.
- **To protect others:** we may disclose Personal Data to prevent, investigate, or protect against potential or actual threats to the physical safety of any person or our property.
- **Terms of Use:** we may disclose Personal Data to prevent or investigate a violation of our Terms of Use or any misuse of the Service.
- **To other parties:** If you specifically direct us to share your Personal Data with a third-party, we will do so with your consent.

We may share Usage Data with any party and for any reason not contrary to applicable law.

#### **Retention of Your Personal Data**

The Company will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy or to comply with our legal obligations, resolve disputes, or enforce our legal agreements and policies. We will delete your Personal Data when we no longer have a legitimate reason to retain it.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

#### **Transfer of Your Personal Data Outside Your Jurisdiction**

Your information, including Personal Data, is processed at the Company's operating offices located in the United States and in any other places where the parties involved in the processing are located. Your Personal Data may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction. Data security laws in the jurisdiction where the Personal Data is stored may not offer as much protection as the laws in your jurisdiction. By using the Service or providing Personal Data to us, you consent to the transfer and storage of your Personal Data outside of your jurisdiction.

#### **Security of Your Personal Data**

The Company regularly analyzes its security practices in order to protect against unauthorized access to Personal Data. We use commercially reasonable physical, electronic, procedural, technical, and administrative safeguards to protect Personal Data. SSL is used to protect Personal Data during transmission.

You should know, however, that due to the open communication of the Internet, no transmission or storage is 100% secure. We cannot guarantee that transmissions to and from the Service or stored Personal Data will be free from unauthorized access by third parties.

You are solely responsible for the security of your Account username and password. You should keep your password secure and confidential in order to help prevent any unauthorized use of your Account.

### **Behavioral Remarketing (“Do Not Track”)**

The Company uses remarketing services to advertise on third party websites to you after you visit or use our Service. The Company and our third-party vendors use Cookies to inform, optimize and serve ads that we think will be of interest to you based on your past visits to our Service.

Certain browsers feature a “Do Not Track” tool which sends a signal to the website not to monitor the user’s online activity. Because no universal standard has been adopted for “Do Not Track” signals, the Service does not recognize or respond to “Do Not Track” browser requests. However, we do not display third-party targeted advertising on the Service.

### **Children's Privacy**

Our Service is not directed to anyone under the age of 13. We do not knowingly collect Personal Data from anyone under the age of 13. If we become aware that we have collected Personal Data from anyone under the age of 13 without verification of parental consent, we will take steps to remove that Personal Data from our servers. If you believe your child has provided us with Personal Data without your consent, please notify us.

If we rely on consent as a legal basis for processing your Personal Data and your jurisdiction requires consent from a parent, we may require consent from your parent or guardian before we collect and use your Personal Data.

### **Links to Other Websites**

Our Service may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. Those other websites may collect personal information about you. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services. Any questions about the content, privacy policies or practices of any third party site should be directed to the site’s administrator.

### **Controlling and Reviewing Your Personal Data**

You may opt-out of certain communications from us by clicking the “unsubscribe” link or by contacting us as set forth in this Privacy Policy. However, you may not be able to opt-out of some communications, including legal notices, transaction confirmations, and important announcements.

You can review some Personal Data we hold about you by logging into your Account. Please note that you may not be able to delete some Personal Data that we require in order to provide the Service to you.

### **Changes to this Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of updates to this Privacy Policy via email and/or a prominent notice on our Service, prior to the change becoming effective, and update the "Last updated" date at the top of this Privacy Policy.

It is your responsibility to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Terms of Use**

Your use of the Service is also subject to our [Terms of Use](#). Please read it carefully.

### **California Residents’ Privacy**

The following section only applies to California residents.

Under California Civil Code Section 1798.83 (the “Shine the Light” law), California residents have the right to request in writing from a business: (a) a list of the categories of Personal Data, such as name, address, e-mail address, and the type of services provided to the customer, that a business has disclosed to third

parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties' direct marketing purposes, and (b) the names and addresses of all such third parties. To request the above information, please contact us by writing to us using the contact information below. We will respond to such written requests within 30 days of receiving your request. If we receive your request at a different e-mail or mailing address, we will respond within a reasonable period of time, but not to exceed 150 days from the date received. Please note that we are only required to respond to each customer once per calendar year.

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.

### **Contact Us**

If you have any questions about this Privacy Policy, you can contact us:

- By email: [support@instashowing.com](mailto:support@instashowing.com)
- By mail: Instashowing Company  
2158 NW Toussaint Drive  
Bend, OR 97703