

# Privacy Policy

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SCWMLS recognizes the importance of protecting your personal information that you provide at the Site. We maintain the following privacy policy.

## **A. DEFINITIONS**

**"Site"** means the Internet site located at the URL address [www.SCWMLS.com](http://www.SCWMLS.com).

**"User"** means any person or entity that accesses or uses the Site in any manner.

**"SCWMLS"** means the South Central Wisconsin Multiple Listing Corporation, its employees, officers, directors, and all other persons or entities affiliated with SCWMLS responsible for creating, maintaining, and publishing the Site.

## **B. SCWMLS GATHERS THE FOLLOWING INFORMATION**

- Contact information you provide.
- Tracing information which our Web server automatically recognizes each time you visit the Site or communicate with us by email.
- Information you volunteer, via applications or surveys.

## **C. THE SCWMLS USES THIS INFORMATION**

- For administrative and operational purposes.
- To notify you of relevant products and services.
- To notify you of updates to the Site.
- To track usage of the Site.
- To maintain membership databases.

## **D. DISTRIBUTION OF INFORMATION GATHERED THROUGH THE SITE**

The SCWMLS will not release a User's personal information to anyone outside the SCWMLS without first obtaining the User's consent, except for information that we are legally required to gather and/or report to government agencies. General information may be released to third parties without the User's consent. General information may also be distributed publicly in various articles and reports.

## **E. DISTRIBUTION OF CONTACT INFORMATION**

SCWMLS does not share, sell, or trade forms of contact information (for example, email addresses, street address, phone numbers) except such contact information may be listed in membership directories.

## **F. CREDIT INFORMATION**

Credit information provided to us when you make payments by credit card or electronic check for products, dues or other services 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.

## **G. CANCELLATION OF COMMUNICATIONS OR SERVICES**

Some general information gathered on the site is used to identify persons to whom various communications or advertisements may be sent by the SCWMLS or third parties. In the event that a User wishes to cancel future communications or advertisements from the SCWMLS, they may do so by:

- Sending an email to [support@wisre.com](mailto:support@wisre.com)

- Calling the following telephone number: **608-240-2800**
- Writing to: **Membership, 4801 Forest Run Road, Suite 101, Madison, WI 53704**

#### **H. THIS SITE'S POLICY ON CORRECTING, UPDATING AND DELETING INFORMATION**

SCWMLS members and non-members may correct, update or delete financial or general information previously provided to the site or otherwise maintained in SCWMLS databases by:

- Sending an email to **support@wisre.com**
- Calling the following telephone number: **608-240-2800**
- Writing to: **SCWMLS, 4801 Forest Run Road, Suite 101, Madison, WI 53704**

Records that the SCWMLS is required by law to maintain, if any, may be corrected or updated by members or non-members, but may not be deleted.

Membership information may also be changed by calling: **608-240-2800** and asking for the membership department.

#### **I. CONTACTING THE WEB SITE**

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you may contact us by:

- Sending an email to **support@wisre.com**
- Calling the following telephone number: **608-240-2800**
- Writing to: **SCWMLS, 4801 Forest Run Road, Suite 101, Madison, WI 53704**