

# THE MARYLAND MULTI-HOUSING ASSOCIATION

## PRIVACY POLICY

The Maryland Multi-Housing Association's ("MMHA," we," "us," or "our") created this Privacy Statement to demonstrate our commitment to our website user's ("you" or "your") online privacy. This Privacy Statement discloses our use and dissemination practices for information collected in the course of conducting business through and in connection with our website [www.mmhaonline.org](http://www.mmhaonline.org) (the "Website") and constitutes an agreement between us and you regarding your use of and access to the Website. This Privacy Statement sets forth the online data collection and usage policies and practices that apply to MMHA's website ([www.mmhaonline.org](http://www.mmhaonline.org)) and does not apply to information we collect in any other fashion.

1. **Notice.** Your use of this website constitutes acceptance of this Privacy Policy and our website Terms of Use Policy. We may change the Privacy Policy and/or our website's Terms of Use at any time by posting revisions to our website. Your continued usage after such changes are posted constitutes acceptance of each revised Privacy Policy and/or Terms of Use Policy. We encourage you to familiarize yourself with both policies. Our Website Terms of Use may found at [insert link or description of where on the website here]. If you do not agree to the terms and conditions of this Privacy Policy and our Terms of Use Policy or any revised policy, please exit this Website immediately.

### 2. Collection of Information by mmhaonline.org

By using mmhaonline.org, we may request that you provide personal information, including your name, mailing address, email address, telephone number and other generalized background information. Moreover, there is information about your computer hardware and software that is or may be collected by us. This information can include without limitation your IP address, browser type, domain names, access times and referring website addresses, but is not linked to your personal information. We also get information from your use of our services including how you use them. Regarding IP Address and Clickstream Data, our server automatically collects data about your server's Internet address when you visit us. When you request pages from our web site, our servers may log your IP Address and sometimes your domain name. Your IP Address is used to help identify you and to gather demographic information about our customers as a whole, but does not include personally identifiable information. Our server may also record the referring page that linked you to us (e.g., another web site or a search engine); the portions of mmhaonline.org you visited; any search terms you have entered on mmhaonline.org, or a referral site; and other web usage activity and data logged by our web servers.

### 3. Our Use of Your Information

In addition to the uses described above, we use the information we gather on mmhaonline.org, whether personal, demographic, collective or technical, for the purpose of operating and improving mmhaonline.org, fostering a positive user experience, and delivering the products and services that we offer. We may use your contact information in order to send you email or other communications regarding updates at the mmhaonline.org. The nature and frequency of these messages will vary depending upon the information we have about you. We additionally may employ Internet tracking and analytic tools such as Google Analytics to better understand and deliver a user experience. We also use the information that we gather for internal system administration, to help diagnose problems with our server, and to administer our web site. Such information may also be used to gather demographic information, such as country of origin and Internet Service Provider. We may link this information with your Personal Information.

#### 4. Disclosure of Personal Information to Third Parties

Generally, we do not disclose your personal information to third parties, or your combined personal and demographic information or information about your use of mmhaonline.org. However, we disclose information to third-party service providers, companies and individuals, we employ to perform functions on our behalf, including but not limited to those who fulfill your orders or transactions, contact you on our behalf, host our web servers, analyze data, provide marketing assistance, provide customer service, and/or facilitate some other aspect of MMHA activities, services or products, including those third-party service providers who collect, process, store and transmit information we collect on our website on our behalf and those third-party service providers we use to assist us in our fundraising and communications efforts of the association. These companies and individuals may have access to your personal information as necessary to perform their functions on our behalf, but they are contractually prohibited from sharing that information with any other third party. We will share personal information with companies, organizations or individuals outside of mmhaonline.org if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to (1) meet any applicable law, regulation, legal process or enforceable governmental request; (2) enforce applicable Terms of Service, including investigation of potential violations, or Privacy Policy (3) detect, prevent, or otherwise address fraud, security or technical issues (4) Protect against harm to the rights, property or safety of mmhaonline.org, our users or the public as required or permitted by law.

#### 5. Use of Cookies and Local Storage

mmhaonline.org may contain electronic images known as Web beacons (sometimes called single-pixel gifs) that allow us to count users who have visited those pages. Web beacons are not used to access your personally identifiable information; they are a technique we use to compile aggregated statistics about our Web site usage. Web beacons collect only a limited set of information including a cookie number, time and date of a page view, and a description of the page on which the Web beacon resides. You may not decline web beacons, however, they can be

rendered ineffective by declining all cookies or modifying your browser setting to notify you each time a cookie is tendered and permit you to accept or decline cookies on an individual basis.

Cookies are important to the functionality of our website, so we therefore collect some data through the use of cookies. Cookies are alphanumeric identifiers that are transferred to your browser on your computer or device and either stored permanently for future access by the transferor ("Long-term Cookies") or temporarily to facilitate the transferor's website analysis and functionality ("Short-term Cookies") or that are transferred temporarily to your computer's Random Access Memory ("Session Cookies").

We may transfer a Long-term Cookie in circumstances in which you are notified prior to the cookie being stored. For example, when you select a "remember" option on MMHA's website, a Long-term Cookie will be stored on your browser on your computer or device solely for the purpose of automatically filling in the information you have asked to be remembered.

We may use Session Cookies whenever you visit our website for our website traffic analytics application and the website's interactive applications. Session Cookies last only as long as your browser session. They expire when you close your browser and are not permanently stored on your computer or device. We also use Session Cookies in e-mails containing the HTML-format. If you select "text-only" format preference, emails sent to you will not contain any Session Cookies.

## 6. Access to, Opt-Out and/or Modification of Your Information

mmhaonline.org may provide account holders limited access to or the ability to modify Your personal information. Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

If you are receiving newsletters, commercial emails or other communications from mmhaonline.org, but subsequently change your mind, you may opt-out by selecting an appropriate link in those email communications as indicated for the opt out or by sending an email to [optout@mmhaonline.org](mailto:optout@mmhaonline.org). We retain indefinitely all the information we gather about you in an effort to make your repeat use of the mmhaonline.org more efficient, practical, and relevant. To the extent that we utilize the Google Analytics tools available, you have options with respect to some of those tracking tools or features available at <https://tools.google.com/dlpage/gaoptout/>

## 7. Security of the Personal Information

We have implemented commercially reasonable technical and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration or disclosure. However, we cannot guarantee that unauthorized third parties will never be able to defeat those measures or use your personal information for improper purposes. We restrict access to personal information to mmhaonline.org employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations. Furthermore, despite our best efforts, no transmission over the Internet and no data storage method can be guaranteed to be 100% secure.

#### 8. Children

mmhaonline.org is not intended for children under 18 years of age. We do not knowingly collect personal information from children under 18.

#### 9. Changes to Privacy Statement

If we decide to materially change our Privacy Policy for mmhaonline.org, we will post those changes through a prominent notice on ~~the~~ our web site and provide a link to the revised Privacy Policy so that you will always know what information we gather, how we might use that information, and to whom we will disclose it. If at any time, you have questions or concerns about this Privacy Policy or believe that we have not adhered to this Privacy Policy, please feel free to email us at optout @ mmhaonline.org

#### 10. Contact Information

mmhaonline.org operates under the control of The Maryland Multi-Housing Association a Maryland Company with its principal place of business at 1421 Clarkview Road Suite 100B Baltimore, MD 21209.

#### 11. Comments and Questions

If you have any questions, comments or concerns about this Privacy Statement or our data collection practices or to request that we delete your d, you can email us at [insert email address here], or send us your questions or comments via postal mail to 1421 Clarkview Road, Suite 100B, Baltimore, MD 21209.