

## **PRIVACY POLICY**

Your privacy and the security of your personal information are very important to us. We want you to be as comfortable as possible visiting our Website. We are dedicated to protecting the privacy of those who visit our Website. This Privacy Policy governs the akorealty.com website (our “Website”) and explains how we collect your personal information on our Website, how we protect such information, and the choices you have concerning the use of such information. Please read this Privacy Policy carefully. Except as we disclose in this Privacy Policy or as specially agreed by you, we will not sell, share, license, trade, or rent your personal information to others.

We may amend this Privacy Policy from time to time. We will post any changes to this Privacy Policy here so that you will always know what information we gather, how we might use that information, and whether we will disclose that information to anyone. Please refer back to this Privacy Policy on a regular basis. By using our Website or any of our features, tools or resources that we provide on our Website, including without limitation, any fee based products or offerings, you agree to the terms of this Privacy Policy.

### **WHAT TYPES OF PERSONAL INFORMATION DO YOU COLLECT AND HOW DO YOU USE IT?**

For the purposes of this Privacy Policy, personal information is considered to be “any information that can be used to uniquely identify you or that can be reasonably linked, directly or indirectly, with you.” The specific pieces of personal information we collect about you depends on how you use our Website and what services you subscribe to. However, the general categories of personal information we collect about you are “Account Data” and “Usage Data,” which are more particularly described as follows:

#### *Account Data*

Account Data is information that we collect about you when you inquire about or subscribe to our products and services. This type of information typically includes name, email address, phone number, mailing address and payment information, and enables us to contact you for purposes such as discussing your interest in our products and services, creating an account for you to access our online services. Once your account has been created, additional information about you, such as account and communication preferences, may also be requested to enable you to configure and personalize your account. Whether you provide this additional information is up to you. You can choose what additional information you wish to provide, make changes to existing information, and to opt out of future communications at any time by updating your account preferences.

#### *Usage Data*

Usage Data is information that we collect about you regarding your use of our Website, and typically includes online identifiers such as IP addresses, MAC addresses and “cookie” data (see below for more information on cookies). Such Usage Data generally by itself cannot be used to identify or contact you. We may also collect information regarding the types of devices you are using to access the Website, including device type, browser type, operating system and language settings. In addition, we may collect information related to the Website pages you visit, including

the date, time, and length of your page visit, and information about which internet services provider you use and how you use it.

Usage Data helps us to optimize the design and operation of our Website to best suit your needs and interests. It also helps us to diagnose, troubleshoot and fix any technical issues involving our Website.

We also collect Usage Data passively using “cookies.” A cookie is a small text file that is stored on your computer and makes it easy for you to move around a website without having to continually re-enter information such as your username, password, preferences, and so on. We use cookies to store our Website users’ preferences, record user-specific information including what pages they visit or access, customize the web page content based on users’ browser type, and to enhance your overall user experience. We may also decide to use cookies for advertising purposes. In such instances, a unique ad-serving cookie may be placed on your computer by us or one of our advertising partners. Other Usage Data may also be collected to inform, optimize and deliver targeted ads to you.

## **DO YOU SHARE PERSONAL INFORMATION?**

Except as we disclose in this Privacy Policy or as specially agreed by you, we will not sell, share, license, trade, or rent your personal information to others.

We often work with vendors and service providers who help support our business. For example, by providing background and credit checks and performing other business functions on our behalf, such as collections and maintenance services. In such cases, we may need to provide them access to information about you so that they can deliver these services to us and/or you.

We may disclose personal information about you to our Affiliates. For purposes of this Privacy Policy, “Affiliates” means any person or entity which directly or indirectly controls, is controlled by or is under common control with AKO Realty, whether by ownership or otherwise. Any information relating to you that we provide to our Affiliates will be treated by those Affiliates in accordance with the terms of this Privacy Policy. We may also disclose personal information to third parties as part of any merger, acquisition, sale or financing agreement. In such cases, we will continue to protect personal information in our possession in accordance with this Privacy Policy, and will provide notice before any personal information is transferred to the new owner or custodian, or becomes subject to a different privacy policy.

We may also disclose your personal information if we believe in good faith that we are required to do so in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order, or other valid legal process. We may disclose personal information in special circumstances when we have reason to believe that disclosing such information is necessary to identify, contact or bring legal action against someone when necessary to protect the safety and/or security of our users, our Website or the general public.

We may provide to third parties personal information about you that does not allow you to be identified or contacted (such as Usage Data), including where such personal information is

combined with similar information of other users of our Website. For example, we might inform third parties regarding the number of unique users who visit our Website, the demographic breakdown of our registered user of our Website, or the activities that visitors to our Website engage in while on our Website. The third parties to which we may provide this information may include potential or actual advertisers, providers of advertising services (including website tracking services), commercial partners, sponsors, licensees, researchers and other similar parties.

## **HOW LONG DO YOU RETAIN PERSONAL INFORMATION AND HOW DO YOU PROTECT IT?**

Protecting the confidentiality of any personal information we have collected about you is of utmost importance to us. We retain your personal information for only as long as necessary to satisfy legitimate and essential business purposes such as maintaining the performance and availability of our Website and services we provide, complying with legal obligations and resolving any disputes.

We also implement and maintain appropriate technical and operational controls (including encryption and access control measures) to protect your personal information while it is stored on our systems. However, despite such controls, no system or data transmission is ever completely secure. While we make all reasonable efforts to protect the confidentiality of the personal information we collect about you, we make no guarantees, representations, or warranties with respect to the security of your personal information during storage or transmission.

Most of the personal information we collect about you is associated with your Website user account. To help protect your account, we encourage you to use a strong password that is unique to your use of our Website, never share your password with anyone, never store your password in an insecure location or manner, and logout of your account when you are finished using our Website. If you suspect that your password may have been compromised or that your account has been used in an unauthorized manner, we recommend you change your account password immediately. If you require any assistance with changing your account password, please contact us using the information and methods provided in the “How to Contact Us” section of this Privacy Policy.

## **CAN I UPDATE, DELETE OR CORRECT MY PERSONAL INFORMATION?**

You can always contact us in order to (1) update or correct your personal information, (2) change your preferences with respect to communications and other information you receive from us, or (3) delete the personal information maintained about you on our systems, by contacting us using the information and methods provided in the “How to Contact Us” section of this Privacy Policy. Such updates, corrections, changes and deletions will not have an effect on other information that we maintain, or information that we have provided to third-parties in accordance with this Privacy Policy prior to such update, correction, change or deletion.

You should be aware that it is not possible to remove each and every record of the information you have provided to us from our system. The need to back-up our systems to protect information from inadvertent loss means that a copy of your personal information may exist in a non-erasable form that will be difficult or impossible for us to locate. In addition, certain Usage Data that does not

contain information that identifies you cannot be deleted or modified at your request since it is impossible to identify and isolate your Usage Data from the Usage Data of others.

## **DOES OUR WEBSITE COLLECT INFORMATION FROM CHILDREN UNDER 13 YEARS OF AGE?**

Our Website is not designed for our intended use by children under 13 years of age. We would never knowingly collect personal information from or about children under the age of 13. If you are under 13 years of age, please do not use our Website or provide any of your personal information to us.

If you are a parent of a child under the age of 13 and become aware that your child may have provided their personal information to us, please contact us using the information and methods provided in the “How to Contact Us” section of this Privacy Policy and we will delete the information about the child from our files.

## **HOW WILL I KNOW IF THERE ARE ANY CHANGES TO THIS PRIVACY POLICY?**

Occasionally, we may update this Privacy Policy and reserve the right to make these amendments or modifications at any time by posting the revised Privacy Policy on the Website. When such changes are posted, it is important that you review those carefully so that you thoroughly understand the impact such changes have on the collection, storage, use and sharing of your personal information. If you have any further questions regarding this Privacy Policy, you are encouraged to contact us directly using the information and methods provided in the “How to Contact Us” section of this Privacy Policy.

## **HOW TO CONTACT US**

For questions regarding our Privacy Policy or to make requests regarding any personal information about you we may have collected, please email us at [solutions@akorealty.com](mailto:solutions@akorealty.com) or call us at 402-235-4200.

**BY USING OUR WEBSITE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU SHOULD NOT USE OUR WEBSITE. YOUR CONTINUED USE OF OUR WEBSITE FOLLOWING THE POSTING OF CHANGES TO THIS PRIVACY POLICY WILL MEAN THAT YOU ACCEPT THOSE CHANGES.**