

Privacy Statement

At the Jacksonville Board of REALTORS® (JBOR), we recognize that privacy is important. This policy applies to all products, services and Web sites offered by JBOR, or their subsidiaries or affiliated companies.

Information we collect and how we use it

Information you provide - When you register for a class or purchase a product, we ask you for personal information (such as your name, e-mail and address). For certain services, such as purchasing products, we also request credit card or other payment account information, which we maintain in encrypted form on secure servers.

Cookies - When you visit our sites, we might send one or more cookies – a small file containing a string of characters – to your computer that uniquely identifies your browser. We use cookies to improve the quality of our service by storing user preferences and tracking user trends. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Some site features and services might not function properly if your cookies are disabled.

Communications - When you send e-mail or other communication using our site, we might retain those communications to process your inquiries, respond to your requests and improve our services.

Links - We might present links in a format that enables us to keep track of whether these links have been followed. We use this information to provide statistics to members on the amount of interest in their listings on our Web site.

Choices for personal information

When you sign up for a particular service that requires registration, we ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use. If we propose to use personal information for any purposes other than those described in this policy and/or in the specific service notices, we will offer you an effective way to opt out of the use of personal information for those other purposes. We will not collect or use sensitive information for purposes other than those described in this policy and/or in the specific service notices, unless we have obtained your prior consent. You can decline to submit personal information to any of our services, in which case we might not be able to provide those services to you.

Information sharing

We do not share your personal information. We do not sell or otherwise distribute your e-mail address.

Information security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage, processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data. We restrict access to personal information to employees who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and might be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.