

Friedman Integrated Real Estate Solutions

Privacy Policy

Effective January 1, 2011

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Our Commitment To Privacy

To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

The Information We Collect:

This notice applies to all information collected or submitted on the Friedman Integrated Real Estate Solutions website. On some pages, you can make requests or register to receive materials. The types of personal information collected at these pages are:

Name

Address (Optional)

Email address

Phone number (Optional)

The Way We Use Information:

We use the information you provide about yourself in order to better tailor our services to meet your real estate needs. Our online services are provided free of charge, but to enable us to do this, we sell advertising space on our site. If we have more information about you, we are better able to provide advertising that is relevant to your needs. We also use non-identifying and aggregate information to better design our website and to share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals.

We never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses. For example, occasionally, you may be offered the opportunity to receive materials or special offers from third parties. If you opt-in to receive information from these third parties, Friedman Integrated Real Estate Solutions will (with your permission) share your name and email address with them.

WE WILL ALSO DISCLOSE YOUR PERSONAL INFORMATION WHEN REQUIRED TO DO SO BY LAW, FOR EXAMPLE, IN RESPONSE TO A COURT ORDER OR A SUBPOENA OR OTHER LEGAL OBLIGATION, IN RESPONSE TO A LAW ENFORCEMENT AGENCY'S REQUEST, OR IN SPECIAL CASES WHEN WE HAVE REASON TO BELIEVE THAT DISCLOSING YOUR PERSONAL INFORMATION IS NECESSARY TO IDENTIFY, CONTACT OR BRING LEGAL ACTION AGAINST SOMEONE WHO MAY BE CAUSING INJURY TO OR INTERFERENCE WITH (WHETHER INTENTIONALLY OR UNINTENTIONALLY) OUR RIGHTS OR PROPERTY.

Please note that if you subscribe to receive information from us that you are consenting to us sending the information to you, but you may elect to opt out as provided below. You may also receive e-mails regarding our services. If you indicated upon registration that you are interested in receiving offers or information from Friedman Integrated Real Estate Solutions, we may occasionally send you direct mail about services which we feel may be of interest to you. Only Friedman Integrated Real Estate Solutions or our agents will send you these direct mailings. At any time you can easily edit your account information to no longer receive such offers and mailings.

We will use reasonable measures to protect your personal information. However, due to the open nature of the Internet, we cannot guarantee that any of your personal information stored on our servers, or transmitted to or from a user, will be free from unauthorized access, and we disclaim any liability for any theft or loss of, unauthorized access or damage to, or interception of any data or

communications. By using the Site, you acknowledge that you understand and agree to assume these risks.

Use of Cookies

A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Cookies allow Friedman Integrated Real Estate Solutions to provide you with a more relevant, personalized experience when you visit our site, and to be able to contact you when we have properties or information that you have requested.

Cookies from Friedman Integrated Real Estate Solutions can only be read by Friedman Integrated Real Estate Solutions. If you choose to disable cookies in your browser, you will still be able to access most of the areas on this site.

Our Commitment To Data Security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. Whenever Friedman Integrated Real Estate Solutions handles your personal information, rest assured that steps are taken to ensure that your information is treated securely and in accordance with the relevant Terms of Use Agreement and this Privacy Policy.

Additionally, please note that your personal profile is accessed by the cookies on your computer so that only you should have access to this profile. You may edit your information by logging on to our website from your computer. We also recommend that you sign out of your Friedman Integrated Real Estate account and close your browser window when you have finished your work. This will help ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place like a library or an Internet cafe.

Our Commitment To Children's Privacy:

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our website from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

How You Can Access Or Correct Your Information

You can access all your personally identifiable information that we collect online and maintain by logging in to your account settings on our site using the unique username and password assigned to you while registering as a user on our site. We use this procedure to better safeguard your information.

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

If you would like to opt out of any of our marketing programs, or wish to withdraw your consent to us contacting you via your e-mail, fax or phone number, or if your personal details change, please contact us through one of the following: (i) by telephone, at 248-324-2000 and ask for Gary Goodman, Managing Director, Brokerage; (ii) by facsimile, at 248-848-4141; (iii) by email, by following the Opt-Out instruction contained in the body of any marketing e-mail from us or by sending us an e-mail at info@freg.com by including a copy of the e-mail you have received and by typing "Remove" in the subject line of your e-mail; or (iv) by mail, addressed to Managing Director, Brokerage, Friedman Integrated Real Estate Solutions, 34975 W. Twelve Mile Road, Suite 200, Farmington Hills, MI 48331.

Your election not to receive newsletters or promotional and marketing correspondence from us will not: (a) preclude us from corresponding with you, by email or otherwise, regarding your existing or past relationship with us, and (b) preclude us, including our employees, contractors, agents and other representatives, from accessing and viewing your personal information in the course of maintaining and improving the Site.

Your Acceptance of this Privacy Policy: By using this Site, you signify your acceptance of our Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Site. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time so visitors are encouraged to review this Privacy Policy from time to time. Your continued use of our Site following the posting of changes to these terms means you accept these changes.

How To Contact Us

Should you have other questions or concerns about these privacy policies, please call us at 248-324-2000 or send us an email at info@freg.com.