

## PRIVACY STATEMENT

This details the privacy policies of homegenius Real Estate LLC ("Pyramid Platform") for realtors and real estate agents accessing its Pyramid Platform website located at [www.pyramidplatform.com](http://www.pyramidplatform.com), includes how Pyramid Platform protects information provided or collected through this website. Questions regarding this statement should be directed by e-mail to [information@pyramidplatform.com](mailto:information@pyramidplatform.com).

To take advantage of the benefits and features of the Pyramid Platform website, you are required to register and provide your name, email address, real estate license number and issuing state, a password for your account and business address and phone number. You may additionally add your mobile phone number, business name and facsimile number and home address, phone number and facsimile number.

Pyramid Platform may use information posted on our website to compile performance and analysis reports pertaining to agents, and other users of our website and systems. Pyramid Platform may additionally collect website data to contact any users who access or use our website unless the user "opts-out" from being contacted. You may choose to opt-out from being contacted by removing your information from our databases as provided in this Privacy Statement.

Notwithstanding any other term of this Privacy Policy, we may release any personal information we obtain or collect when we believe its release is appropriate to comply with the law, enforce our website policies, or protect ours or others' rights, property, or safety.

Pyramid Platform uses industry-standard technologies when storing, transferring and receiving consumer data to help ensure its security. This includes password protected member records, firewalls, secure servers and SSL encryption.

Pyramid Platform may (a) use, sell or transfer any anonymous aggregated statistical user data in any manner, at any time and (b) freely transfer any and all information you provide us to any of our subsidiary, parent and/or affiliate companies.

Pyramid Platform may also provide information about you to its service providers to help perform marketing services. This information provided to these service providers may include the categories of information described above limited to only that which Pyramid Platform deems appropriate for these service providers to carry out their functions and enable Pyramid Platform to market to you.

In addition, Pyramid Platform may share your information to run its everyday business, including but not limited to the following reasons:

- For our everyday business purposes- such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus
- For our marketing purposes- to offer our products and services to you
- For joint marketing with other financial companies
- For our affiliates' everyday business purposes- information about your transactions and experiences
- For our affiliates to market to you
- For our nonaffiliates to market to you

**Unsubscribing from Marketing Emails:** If you no longer wish to receive emails from Pyramid Platform, you may cancel the service by replying to the sender with the word "unsubscribe" in the subject line of the e-mail, or by using the unsubscribe link in the e-mails you receive from us.

In compliance with the 1998 Children's Online Privacy Protection Act (COPPA), Pyramid Platform is a general audience website, and does not knowingly collect, nor will ever knowingly retain, personally identifiable information from any visitor Pyramid Platform actually knows to be under thirteen years of age without the consent of that child's parent or legal guardian.

After gathering any user information, Pyramid Platform offers users the opportunity to remove their information from our database so as not to receive future communications or to no longer interact with the website until they later chose to by logging into your account through the Pyramid Platform website and changing your account settings and preferences. However, once removed from Pyramid Platform's database, users will no longer be able to access any of the features offered to registered users.

What are Cookies? Cookies are pieces of information stored directly on the computer you are using. Pyramid Platform, or any of Pyramid Platform's third-party advertising service providers, may place cookies or similar files on your hard drive for security purposes, to facilitate site navigation and to personalize your experience while visiting the Pyramid Platform sites. Cookies allow Pyramid Platform to collect technical and navigational information, such as browser type, time spent on its respective site and pages visited. Cookies allow Pyramid Platform to select which of its advertisements or offers are most likely to appeal to you and display them while you are on Pyramid Platform websites. Pyramid Platform may also use cookies in online advertising to track consumer responses to Pyramid Platform advertisements and may use cookies or other files to track your use of other websites. Cookies and other technologies provide Pyramid Platform the capability to monitor the use of the Pyramid Platform websites so Pyramid Platform can continually improve the design and functionality to better serve you. Cookies and similar files do not contain or capture unencrypted personally identifiable data.

If you do not accept these cookies, you may experience some inconvenience in your use of some online options. You also may not receive advertising or other offers from Pyramid Platform that are relevant to your interests and needs. Pyramid Platform uses web-browsing cookies to display information more effectively to you and to gather data about the usage of the Pyramid Platform websites.

Advertising: Pyramid Platform advertises on pages within the Pyramid Platform Sites as well as on other websites not affiliated with Pyramid Platform. Pyramid Platform contracts with other companies to advertise to you through the use of cookies and web beacons.

Information collected through cookies and web beacons includes the number of people who look at each of the pages on the Pyramid Platform sites, search engine referrals, browsing patterns within the Pyramid Platform sites, and responses to advertisements and promotions on the Pyramid Platform sites. Information collected may also include other trends and activity on the Pyramid Platform sites, basic information about whether you have visited the sites before, your Internet connection and computer settings, such as your browser, your IP address and your time zone.

From time to time, consumers will experience 'Pop Ups' from other companies while visiting the Pyramid Platform sites. Pop Ups are generated by 'Adware' placed on your computer when other sites have been visited. Pyramid Platform does not participate in the use of Adware.

In an attempt to provide increased value to our visitors, Pyramid Platform may choose various third party websites to link to and from, and frame within, its own website. Pyramid Platform may also participate in co-branding and other relationships to offer information, programs and other services and features to its users. However, even if the third party is affiliated with Pyramid Platform, Pyramid Platform has no control over these linked sites, and each of these sites has separate privacy and data collection practices independent of Pyramid Platform. As such, we have no responsibility or liability for these independent policies or actions, and are not responsible for the privacy practices or the content of any such websites. These linked sites are only for your convenience and you therefore access them at your own risk. Accordingly, please carefully review the data collection policies on each of these websites.

By using our website, you consent to the collection and use of information by Pyramid Platform as set forth in this Privacy Statement. If we decide to change our privacy policy, we will post those changes on this page so that you will always be aware of what information we collect, how we use it, and under what limited circumstances we disclose it. Continued access or use of the website shall constitute your express acceptance of any modifications to this Privacy Statement. In the event that Pyramid Platform or a substantial portion of Pyramid Platform's assets are acquired, customer information collected and retained in accordance with this Privacy Statement may be one of the transferred assets.

**Legal Disclaimer: By using the website, you irrevocably acknowledge and agree that Pyramid Platform merely provides technological tools that brokers, agents, buyers, sellers and other individuals and/or companies may use to transact business. Pyramid Platform is not involved in the actual transaction between buyers, agents, brokers, lenders, sellers and any other related party, and is not the agent of, nor has any authority on behalf of any of the aforementioned parties or any other third party, for any purpose whatsoever. At no time and in no event shall Pyramid Platform become involved in any dispute or transaction between the aforementioned parties or have any responsibility or liability in connection therewith, including, but not limited to, making or guaranteeing any payment that may come due as a result of any transaction or agreement between the aforementioned parties.**

Additional Information Questions regarding this policy or the practices of Pyramid Platform should be directed to Pyramid Platform at [information@pyramidplatform.com](mailto:information@pyramidplatform.com).