

# Privacy Policy

This policy is effective as of 1 July 2009.

## INTRO

We built **purdueguru.com** to make it easy to share information relating to rental property. You choose what information you put in your profile, including contact and personal information and photos/graphics. Sharing rental property information should be easy for you to manage. And we want to provide you with the privacy tools necessary to manage that information.

**purdueguru.com**'s Privacy Policy is designed to help you understand how we collect and use the personal information you decide to share, and help you make informed decisions when using **purdueguru.com**, located at [www.purdueguru.com](http://www.purdueguru.com) and its directly associated domains (collectively, "**purdueguru.com**" or "Website")

By using or accessing **purdueguru.com**, you are accepting the practices described in this Privacy Policy.

## YOUR INFO

When you visit **purdueguru.com** you provide us with two types of information:

1. Information collected by us as you interact with our Website
2. Personal information you knowingly choose to disclose that is collected by us

When you register with **purdueguru.com**, you provide us with certain personal and company information, such as names, email addresses, telephone numbers, mailing addresses, and any other personal or preference information that you provide to us.

When you enter **purdueguru.com**, we may collect your browser type and IP address. This information is gathered for all **purdueguru.com** visitors. In addition, we may store certain information from your browser using "cookies." A cookie is a piece of data stored on the user's computer tied to information about the user. We may use session ID cookies to confirm that users are logged in. These cookies terminate once the user closes the browser. By default, we use a persistent cookie that stores your login ID (but not your password) to make it easier for you to login when you come back to **purdueguru.com**. You can remove or block this cookie using the settings in your browser if you want to disable this convenience feature.

You post Content (as defined in the **purdueguru.com** Terms of Use) on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.

Any improper collection or misuse of information provided on **purdueguru.com** is a violation of the **purdueguru.com** Terms of Service.

If you choose to use our invitation service to tell a friend about our site, we will ask you for information needed to send the invitation, such as your friend's email address. We will send your friend an email or instant message in your name inviting him or her to visit the site, and may send additional reminders to them. **purdueguru.com** stores this information to send invitations and reminders, to register a friend connection if your invitation is accepted, to allow you to see invitations you have sent, and to track the success of this program.

**purdueguru.com** may also collect information about you from other sources, such as newspapers, blogs, instant messaging services, and other users of the **purdueguru.com** service through the operation of the service in order to provide you with more useful information and a more personalized experience.

By using **purdueguru.com**, you are consenting to have your personal data transferred to and processed in the United States and may be accessible outside the USA also.

**purdueguru.com** users may modify or delete any of their profile information at any time by logging into their account. Removed information may persist in backup copies for a reasonable period of time but will not be generally available to members of **purdueguru.com**.

## USE OF INFO

When you register with **purdueguru.com**, you create your own profile and account settings. Your profile information, as well as your name, email and photographs/images, are displayed to others. We may occasionally use your name and email address to send you notifications regarding new services offered by **purdueguru.com** that we think you may find valuable.

**purdueguru.com** may send you service-related announcements from time to time through the general operation of the service.

Generally, you may opt out of emails notification, though **purdueguru.com** reserves the right to send you notices even if you opt out of all voluntary email notifications.

**purdueguru.com** may use information in your profile without identifying you as an individual to third parties. We do this for purposes such as personalizing advertisements and promotions so that we can provide you **purdueguru.com**. We believe this benefits you, where there are advertisements; they're more likely to be interesting to you.

We may use information about you that we collect from other sources, including but not limited to newspapers, printed media, and Internet sources such as websites and blogs.

## SHARING YOUR INFORMATION WITH OTHER PARTIES

**purdueguru.com** is about sharing information relating to rental property with others while providing you some settings that restrict other users from accessing your information.

- We may provide information to service providers to help us bring you the services we offer.
- We may provide demonstration accounts that allow non-users a glimpse into the backend of **purdueguru.com**
- We may be required to disclose user information pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. This may include sharing information with other companies, lawyers, agents or government agencies.
- Like other websites that interact with third party sites, we may receive some information even if you are logged out from **purdueguru.com**, or that pertains to non-**purdueguru.com** users, from those sites in conjunction with the technical operation of the system. In cases where **purdueguru.com** receives information on users that are not logged in, or on non-**purdueguru.com** users, we do not attempt to associate it with individual **purdueguru.com** accounts and will discard it.
- If the ownership of all or substantially all of the **purdueguru.com** business, or individual business units owned by **purdueguru.com**, were to change, your user information may be transferred to the new owner so the service can continue operations. In any such transfer of information, your user information would remain subject to the promises made in any pre-existing Privacy Policy.

All sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when posting comments, messages, photos, or other items, this information may become publicly available.

Advertisements that appear on **purdueguru.com** may be delivered (or "served") directly to users by third parties. They may automatically receive your IP address when this happens. These third party advertisers may also download cookies to your computer, or use other technologies such as JavaScript, etc to measure the effectiveness of their ads and to personalize advertising content. **purdueguru.com** may not have access

to or control of the cookies that may be placed by the third party advertisers. This privacy policy covers the use of cookies by **purdueguru.com** and does not cover the use of cookies or other tracking technologies by any of its 3<sup>rd</sup> parties.

#### **LINKS TO OTHER WEBSITES**

**purdueguru.com** may contain links to other websites. We are of course not responsible for the privacy practices of other web sites. We encourage our users to be aware when they leave our site to read the privacy statements of each and every web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by **purdueguru.com**.

#### **CHILDREN USE**

**purdueguru.com** does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. No one under age 13 may provide any personal information to or on **purdueguru.com**.

#### **SSL**

**purdueguru.com** attempts to take precautions to protect users' information. When you enter sensitive information, we encrypt that information using secure socket layer technology (SSL). Because email and instant messaging are not recognized as secure communications, we request that you not send private information to us by email or instant messaging services.

#### **TERMS OF USE, NOTICES & REVISIONS**

Your use of **purdueguru.com**, and any disputes arising from it, is subject to this Privacy Policy as well as our Terms of Use and all of its dispute resolution provisions including arbitration, limitation on damages and choice of law. We reserve the right to change our Privacy Policy and our Terms of Use at any time. Non-material changes and clarifications will take effect immediately, and material changes will take effect within 30 days of their posting on this site. If we make changes, we will post them and will indicate at the top of this page the policy's new effective date. If we make material changes to this policy, we will notify you here, by email, or through notice on our home page. We encourage you to refer to this policy on an ongoing basis so that you understand our current privacy policy. Unless stated otherwise, our current privacy policy applies to all information that we have about you and your account.

If you have any questions about this privacy policy, please contact us.