



GREATER BERGEN REALTORS®

Privacy Policy

GBR gathers the following types of information needed to process your transactions, fulfill your requests, and maintain our membership records:

- Contact information you provide (for example, your personal and business addresses, phone and fax numbers, firm affiliations and titles).
- Tracking information which our Web server automatically recognizes each time you visit one of our sites or communicate with us by email (for example, your domain name, your email address, and what pages you visit).
- Information you volunteer, via applications or surveys (for example, education, designations, specialties, affiliations with other real estate organizations and general demographic data).

GBR may use this information to:

- Improve and customize the content and layout of our sites and other communications tools.
- Notify you of updates to our site.
- Notify you of relevant products and services.
- Notify you of upcoming events and programs.
- Compile specialty directories about which you will be made aware.
- Track usage of our site.
- Assist the National and State REALTOR® associations and affiliated Institutes, Societies, and Councils in membership tracking and for their use for purposes similar to those listed above.

Email contact information: The GBR does not sell email addresses. GBR may use your email address to directly send you information and may provide you with online informational or marketing messages that have been approved by GBR together with other communications to which you have subscribed.

Other forms of contact information. Forms of contact information other than email address (for example, street address) may be listed in the membership directories. GBR will not share, sell or otherwise provide this contact information about you except for the following purposes:

- As required by the National Association of Realtors® or the New Jersey Association of Realtors®
- To Affiliates and other vendors for the purpose of contacting targeted groups of members.
- When required by law or valid legal process, or to protect the personal safety of our members or the public.
- Some or all of the data collected during promotions or contests on our site that are sponsored by third parties may be shared with the sponsor for the purpose of a marketing follow-up by the sponsor.



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Credit information: Credit information that you and credit authorizers provide when you make payments by credit card or electronic check for products, dues or other services will only be used to process the transactions you request. This information will be provided to and maintained by reputable credit reporting databases.

Updates to your information: You may edit your personal contact information directly in the NRDS system or by contacting the GBR.

Third party links: The Web site may contain advertising or other information placed by advertising networks pursuant to agreements between GBR and the advertising network, the National Association of Realtors® or the New Jersey Association of Realtors®. GBR does not control these other entities, the sites of third parties reached through links on our site, or their information collection practices, and GBR will not be responsible for the activities of these third parties. The advertising network may use cookies to collect certain non-personally identifiable information when you click on the banner ads appearing on our sites. This information is collected by the advertising network for purposes of measuring and reporting on the advertising to advertisers and GBR. The advertising network may also aggregate the information for certain other statistical and reporting purposes.