

Privacy Policy

At Places for Less Inc. ("Places for Less" or "we" or "us" or "our" or "the platform" or "PFL"), we appreciate your use of and contributions to our websites, our mobile and desktop applications, our other properties and/or our related services (collectively known as the "Services," or, each individually, a "Service"). Places for Less Inc. respects your privacy and is committed to protecting your personal information.

This is our privacy policy and we will comply with it, as well as applicable U.S. privacy law, when we gather and use information from users of the Services. We encourage you to read this privacy policy to understand what we do with the information we collect from you.

Transaction-Supported Business Model

The Services and our extensive set of features are generally funded through transaction fees under a real estate brokerage model. We pledge to be transparent about the information we monitor and collect from you. We keep information private between you and Places for Less Inc., except as explained below.

Collection of Information

When you use the Services, we collect a variety of information.

- **Information you provide.** When using the Services, you may provide information about yourself, such as name, address, phone number, email and details around a potential transaction. This may occur, for example, when you register on the Services, schedule a showing for an apartment, correspond with a real estate agent via the Services, submit an application for a property with our services, or complete other forms. You may also provide information about a third party through the Services, for example, if you share a real estate rental listing with a recipient via email. We may combine this information with other information we collect from your interaction with the Services or from other companies.
- In the event that a credit report is required to use a Service, Places for Less Inc. may collect your Social Security number ("SSN"). This information is secured using industry-standard encryption technology. Places for Less Inc. restricts access to SSNs to employees, vendors and subcontractors who require SSNs to support certain products and services. Places for Less Inc. strives to protect SSNs from unlawful disclosure and to keep them confidential by maintaining physical, electronic, and procedural safeguards that comply with applicable state and federal regulations.
- **Cookies and Web beacons.** Cookies are bits of electronic information that can be transferred to your computer or other electronic device to uniquely identify your browser. When you use the Services, we may place one or more cookies on your computer or other electronic device. We may use cookies to connect your activity on the Services with other information we store about you in your account profile

or your prior interactions on the Services to, for example, store your preferences. The use of cookies helps us improve the quality of the Services to you, by identifying information which is most interesting to you, tracking trends, measuring the effectiveness of advertising, or storing information you may want to retrieve on a regular basis, such as your favorite homes. At any time, you may adjust settings on your browser to refuse cookies according to the instructions related to your browser. However, if you choose to disable cookies, many of the free features and Services will not operate properly. Also, the pages on the Services may include Web beacons or pixels, which are electronic files to count users who have visited that page, to track activity over time and across different Web sites, to identify certain cookies on the computer or other electronic device accessing that page, or to collect other related information, and this information may be associated with your unique browser, device identifier, or Internet Protocol address. We may, for example, implement a pixel on the pages of the Services where you view a certain advertisement so that we can track whether you visit a Website associated with that advertisement at a later time.

- **Google analytics.** We have implemented Google Analytics remarketing, which tracks and manages cookie information so that we and third-party service providers can better deliver advertisements that are relevant and useful to you on the Services and various websites across the Internet. We have also implemented Google Analytics display network impression reporting to better understand how ad impressions and ad services are related to visits to our sites. You can customize ads or opt out of these services using the Google Ads Settings.
- **Mobile Device and Mobile Browser.** You may adjust settings on your mobile device and mobile browser regarding cookies and sharing of certain information, such as your mobile device model or the language your mobile device uses, by adjusting the privacy and security settings on your mobile device. Please refer to the instructions provided by your mobile service provider or mobile device manufacturer.
- **Usage logs.** When you use the Services, your computer or other electronic device communicates a variety of information to computer servers, including the existence of cookies, your Internet Protocol address, and information about your browser program. We also create a record of what information you are requesting, such as the page or subject areas you're visiting.
- **Social Networks.** If you use the social networking connection functions offered through the Services, we may access all of your social network profile information that you have made available to be shared and to use it in accordance with this privacy policy. Please refer to the instructions governing your social network account to manage the information that is shared through your account.
- **Calls.** Calls to Places for Less Inc. or to third parties through Places for Less Inc. may be recorded or monitored for quality assurance and customer service purposes. If a call is recorded between you and a third party, it will be deemed private information of both you and the third party, and may be released to either of you.

Usage and Disclosure

In general, Places for Less Inc. uses the information collected from you to communicate with you and operate our Services. Places for Less Inc. also uses this information to respond to your requests and present you with advertisement listings that we believe will be of interest or useful to you.

Your privacy is important and we are committed to protecting information that identifies you personally, where you have chosen to keep it private ("Personal Information"). We will only share Personal Information that you provide outside the public areas of the Services in the following circumstances:

- **Consent.** When you consent or direct Places for Less Inc. to share the Personal Information. For example, if you choose to contact a real estate agent through the Services by booking a showing request, your name and email address will appear to the recipient of the message.
- **Service providers to Places for Less Inc..** When Places for Less Inc. hires a service provider to help operate the Services or our business, Places for Less Inc. may give access to Personal Information only as necessary to perform the service for Places for Less Inc., and subject to the terms of this privacy policy.
- **Partners with whom we conduct business.** Places for Less Inc. may give business partners access to Personal Information only as necessary to offer products and services with those business partners, and subject to the terms of this privacy policy
- **Legal obligation or protection from harm.** When Places for Less Inc. has a good faith belief that access, use, preservation or disclosure of the Personal Information is reasonably necessary to (a) satisfy any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Places for Less Inc., its users, or the public against harm.
- **Merger or sale.** If and when Places for Less Inc. is involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business.

When you provide public information without identifying yourself, we will protect your personal identity as described above. If your account profile does not identify you personally, Places for Less Inc. won't reveal your identity to third parties except in accordance with this policy. You should keep in mind that the information that you choose to provide in a public area of the Services (such as your profile page or the discussion forums) will not be protected by this privacy policy because you have made an active choice to make that information public. We are not responsible for any Personal Information you choose to submit in any public area of the Services.

When we deliver ads based on data about your use of the Services, we keep your identity anonymous. We won't identify you personally to third parties, except in accordance with this privacy policy. Further, while we do not share your Personal Information with third parties unless permitted above, Places for Less Inc. may share aggregate anonymous information with third-parties. This information does not personally identify individuals, but instead provides a helpful understanding of the groups of people who prefer certain types of information and services.

Real Estate Rental Information

Places for Less strives to provide open and transparent information about real estate markets. For example, we make available rental prices for leases, and allow users to inquire for showings, ask questions about, or provide feedback about a given rental. Many times, this information is already publicly available.

Email Management

You may receive emails from Places for Less Inc. for a variety of reasons - for example, if you took an action through the Services or you signed up for a newsletter. We respect your desire to manage email correspondence. If you have an account with Places for Less Inc., you can select your preferences through your account settings. Also, you can manage your receipt of some types of communication by following the instructions included in the email we send you. Please note that, even if you unsubscribe from certain email correspondences, we may still need to email you with important transactional or administrative information.

Behavioral Advertising

We may participate in behavioral advertising. This means that, for example, when you use the Services, we or third party service providers or advertisers may use cookies (that they collect or that we provide to them) or other similar technologies to collect information about your use of the Services (including mobile applications) or your online activities over time and across different Websites. Collected information may include the content you view, the date and time that you view this content, and the Web site that referred you to the Services, and this information may be associated with your unique browser, device identifier, or Internet Protocol address. These practices help tailor advertisements that are relevant and useful to you. These tailored advertisements may appear on the Services or on other websites, applications or properties.

In addition, if you have provided your email address to us, we may use a scrambled, unreadable form (a hash) of your email address to deliver tailored advertisements to you on the Services or on other websites, including via Facebook's Custom Audience Feature or other similar Facebook tools. We will not share your email address with Facebook.

You may opt-out of cookie tracking and analysis as described in the section below entitled 'Opting Out of Collection of Information'. The Services do not otherwise respond to 'do not track' signals.

Location Data

Places for Less Inc. can provide you with helpful information based on where you are. If you tell Places for Less Inc. where you are (e.g., by allowing your mobile device to send Places for Less Inc. your location), Places for Less Inc. may use that information to provide you with location-based information and advertising.

Third-Party Websites

Throughout the Services, we may link to the websites of other companies and/or individuals. Further, certain functionalities on the Services may involve the distribution of your information to third-party websites. These third-party websites may collect Personal Information about users on those websites, and Places for Less Inc.'s privacy policy does not extend to these external websites and third parties. Please refer directly to these third parties and websites regarding their privacy policies.

Children Under the Age of 13

Places for Less Inc. will not knowingly collect personally identifiable information from any person under the age of 13. The Services are not designed to attract the attention of persons under the age of 13.

Storage, Security and Retention of Information

You acknowledge that Personal Information will be processed and stored by Places for Less Inc. in databases hosted in the United States or elsewhere. Places for Less Inc. has taken reasonable steps to protect the information users share with us, including, but not limited to, setup of processes, equipment and software to avoid unauthorized access or disclosure of this information. No transmission of information via the Internet can be entirely secure, however, so please always use caution when submitting Personal Information.

We will retain your Personal Information for as long as you have an active account, as needed to provide you with the Services, to comply with our legal, financial reporting, or compliance obligations, and to enforce this privacy policy.

Contacting Places for Less Inc.

You can access, update, and delete Personal Information you provide to Places for Less Inc. in your account profile by logging into your account or emailing us at contact@placesforless.com for accounts on Places for Less Inc. While we are ready to assist you in managing the Personal Information you provide to us, we cannot always delete records due to financial reporting, compliance, or other reasons.

If you have any questions about this privacy statement, or the privacy practices of Places for Less Inc., please email us at contact@placesforless.com.

Please note that this policy may be amended from time to time. You should check back for the most current version before relying on any of the provisions in this privacy policy. By using the Services, you agree to the terms of this Privacy Policy.