

Privacy Policy

Updated August __ 2026

LERA MLS ("**Company**", "**we**", "**our**", or "**us**") respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes how we collect, process, retain, and disclose personal data about you when providing services to you through our websites, applications, products, and services ("**Services**") and our practices for using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect:

- Through the Services whether on website or app.
- In communications, like email, text, and chat between you and the Services.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by us through any other means or any third party that does not link to this policy. Third party applications may have their own additional or different privacy policies that are specific to certain features, services, or activities.

By interacting with our Services or providing us information, you agree to the collection, use, and sharing of your information as described. This policy may change from time to time with changes effective when posted with or without notice. Your continued use of the Services is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Personal Data That We Collect or Process

"**Personal data**" is information that identifies, relates to, or describes, directly or indirectly, you as an individual, such as your name, email, phone number, home address, or payment information.

The types and categories of personal data we collect or process include:

- Account and contact information, including name, address such as home address, work address, or other address), email address, phone number, username, and other contact information you provide us with.
- Payment information, including credit card or debit card information and information about the payment methods you use in connection with the Services.
- Account history, including information about your subscription, real estate license number, account, firm affiliation, or title.
- Location information like general geographic location such as country, state or city.
- Device information, including your IP address, operating system and version, preferred language, browser type and settings, and other device information.
- Content and information you choose to provide or post through the Services or emails, chats, or other communications sent to us including images, voice, and videos posted or stored in connection with the Services.

- Cookies and usage data.

Some information may be considered sensitive data under certain laws. If required, we will collect and process sensitive personal data only with your consent. If you do not consent, we may not be able to provide you with requested features, services, or information.

We also collect:

- **Statistics or aggregated information.** Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal data. For example, we and other third-party contracts and service providers may aggregate personal data to calculate the percentage of users accessing a specific Services feature or conduct research.
- **Technical information.** Technical information includes information about your internet connection and usage details, such as clickstream information to and from our Services, products that you view or search for; page response times, download errors, page interaction, or methods used to browse away from a page.

If we combine or connect non-personal statistical or technical data with personal data so that it directly or indirectly identifies an individual, the combined information is treated as personal information.

Children's and Minors' Data

Our Services are not intended for, and we do not knowingly collect any personal data from, children under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we will delete it.

How We Collect Your Personal and Other Data

You Provide Information to Us

We collect information about you when you interact with our Services, such as when you create or update an account, upload or update a listing, use real estate tools and features, participate in surveys, sweepstakes, contests, or promotions, or create, upload, or post content to the Services, including media such as photos, videos, or audio.

Automatically Through Our Services

As you interact with our Services, we may use automatic data collection technologies to collect information that may include personal data such as usage details, IP addresses, operating system, browser type, and information collected through cookies, and other tracking technologies including details like traffic data, location data, logs, communication data, and which resources and features that you use.

Using automatic collection technologies helps us to improve our Services and to deliver a better and more personalized experience. The technologies we use may include:

- **Cookies.** A cookie is a small file placed on your device when you interact with the Services. You may refuse to accept or disable cookies by checking the setting on your browser or device. However, if you select this setting, you may be unable to access certain features of the Services.

- **Web Beacons.** Some parts of the Services and emails may contain small electronic files known as web beacons that permit the Company, for example, to count users who have visited those parts, opened an email and other related statistics.

To the extent any of these automated technologies are considered a personal data sale, targeted advertising, or profiling, under applicable laws, depending on where you live, you may opt out from use of these automated technologies for such uses

https://leramls.formstack.com/forms/mls_privacy_policy_opt_out. Please note that some Services features may be unavailable as a result.

When you interact with the Services, there are third parties that may use automatic collection technologies to collect information about your or your device. These third parties may include:

- Advertisers, ad networks, and ad servers,
- Analytics companies,
- Your device manufacturer, internet or mobile service provider, or
- Third party service providers.

These third parties may use tracking technologies to collect information about you when you use the Services. The information may be associated with your personal data or they may collect information about your online activities over time and across different websites, apps, platforms, and other online services. They may use this information to improve their services or provide you with targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the provider responsible directly.

From Business Partners and Service Providers

We may receive personal data about you from other sources and combine that with information we collect directly from you. For example, we may obtain information about you from providers that we contract to perform services for us, such as platform providers, content delivery services, promotions services, analytics, security services, and data brokers.

How We Use Your Information

We use information that we collect or that you provide to us, including any personal data, to:

- Provide you with the Services and any contents, features, information, products, or services that we make available through the Services.
- Fulfill any other purpose for which you provide it.
- Provide you with notices about your account, including expiration and renewal notices.
- Improve our Services, to develop, maintain, analyze, improve, optimize, measure, and report on our Services and their features and how users interact with them.
- Utilize machine learning and large language models, which may include training these models or sharing with third parties for model training.

- Promote our Services, business, and offerings by publishing advertising on our own Services.
- Carry out our obligations and enforce our rights arising from any contracts between us.
- Notify you when Services updates are available and about changes to any products or services offered or provided through them.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

The usage information we collect, whether connected to your personal data or not, helps us improve our Services and deliver a better and more personalized experience by enabling us to:

- Estimate our audience sizes and usage patterns.
- Store information about your preferences, allowing us to customize the Services to your needs and interests.
- Speed up your searches.
- Recognize you when you return to our Services.

We may also use your information to contact you about goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile.

Who We Disclose Your Information To

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may also disclose personal data that we collect or you provide as described in this privacy policy:

- To subsidiaries, affiliates, contractors, service providers, and other third parties we use to support our organization or who provide services.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of LERA MLS's assets.
- To third parties to market their products or services if you have consented/not opted out of these disclosures.
- To fulfill the purpose for which you provide it or any other purpose disclosed when you provide the information.
- With your consent.

We may also disclose your personal data:

- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- To enforce or apply our policies and procedures <https://leraml.com/policies-and-procedures/> and other agreements, including for billing and collection purposes.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our organization, our subscribers, or others.

The categories of personal data we may disclose include:

- Account, real estate license number, and contact information.
- Account history, including information about your subscription, account, transactions, listings, firm affiliation, history, or discounts.
- Location information
- Device information.
- Content and information you provide to us or other applications and
- Images, voice recordings, and videos collected or stored in connection with the Services.

Your Rights and Choices About Your Information

This section describes mechanisms you can use to control certain uses and disclosures of your information and rights you may have under state law, depending on where you live. You can adjust these settings by logging into your profile, clicking opt out, unsubscribe on emails or SMS.

Advertising, marketing, cookies, and other tracking technologies choices:

- **Cookies and Other Tracking Technologies.** You can set your browser to refuse all or some browser cookies or other tracking technologies, or to alert you when files are being sent. If you disable or refuse cookies or similar tracking files, some Services features may be inaccessible or not function properly.
- **Promotions by the Company.** If you do not wish us to use your information to promote our own or third parties' products or services, you can opt out here: https://leramls.formstack.com/forms/mls_privacy_policy_opt_out.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal data with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt out here: https://leramls.formstack.com/forms/mls_privacy_policy_opt_out. We do not control third parties' collection or use of your information. However, they may provide you with ways to opt out of such.
- **Location data choices:** You can choose whether to allow the Services to collect and use information about your device's location through the device's privacy settings. If you block the use of location information, some Services features may become inaccessible or not function properly.

Your State Privacy Rights

Depending on your state of residency, you may have certain rights related to your personal data, including:

- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible, data will be

provided in a portable format. Depending on your state, you may have the right to receive additional information, and it will be included in the response to your access request.

- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, considering the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exceptions under applicable law.
- **Opt Out of Using Personal Data for Sales, Targeted Advertising, and Profiling for Certain Legal or Similarly Significant Decisions.** You may request that we do not use your personal data for these purposes.

Important: These rights are not absolute and may not be afforded to residents of all states. There are also several exceptions where we may not have an obligation to fulfill your request.

How We Protect Your Personal Data

We use commercially reasonable administrative, physical, and technical measures to protect your personal data from accidental loss or destruction and from unauthorized access, use, alteration, and disclosure. However, no website, mobile application, system, electronic storage, or online service is completely secure, and we cannot guarantee the security of your personal data transmitted to, through, using, or in connection with the Services. Emails, texts, and chats sent to or from the Services may not be secure, and you should carefully decide what information you send to us via such communications channels. Any transmission of personal data is at your own risk. The safety and security of your information also depend on you. You are responsible for taking steps to protect your personal data against unauthorized use, disclosure, and access.

How We Retain Your Personal Data

We keep personal data for as long as reasonably necessary to fulfill the purposes described or as otherwise legally permitted or required, such as maintaining the Services, operating our organization, complying with our legal obligations, resolving disputes, and for safety, security, and fraud prevention. This means we consider our legal and business obligations, potential risks of harm, and nature of the information when deciding how long to retain personal data.

Changes to Our Privacy Policy

We may update this policy from time to time, and we will provide notice as required by law. The date the privacy policy was last updated is identified at the top of the page. We will notify you of changes to this policy by updating the "last updated" date and posting the updated policy on the Services. We may email reminders, but you should check periodically to stay up to date.

Contact Information

If you have any questions about this Privacy Policy, please contact us:

LERAML
9110 IH-10 West
San Antonio, TX 78230
Phone Number: [\(210\) 530-8760](tel:2105308760)

To register a complaint or concern, please contact legal@leraml.com