

By continuing to use this website, you hereby acknowledge and agree to the following:

1. **Consent to Cookies:** You consent to the installation and use of cookies and similar tracking technologies—including, but not limited to, essential cookies, analytics cookies, advertising cookies, and any other such tracking technologies on your device. These cookies are used to collect, store, and process information as further set forth in our Privacy Policy.
2. **Acceptance of the Privacy Policy:** You confirm that you have read, understood, and agree to our Privacy Policy, which explains our practices regarding the collection, use, and sharing of your personal data. By using our website you consent and authorize us to process your data in accordance with the terms of the Privacy Policy.
3. **Binding Agreement:** Your use of this website constitutes your explicit consent to these practices. If you do not agree to the use of cookies or to the processing of your data as described, you should adjust your browser settings accordingly or discontinue your use of this website.
4. **Sharing of Personal Information:** Our use of cookies and other tracking technologies is considered a “sale” or “sharing” (for cross-contextual behavioral advertising) of personal information. The categories of personal information disclosed as part of “sale”/ “sharing” include direct identifiers, device information, and geolocation data. The third parties to whom this information may be disclosed include social media platforms and ad networks.

Privacy Policy

At Deal Centre, we take your privacy seriously and are dedicated to protecting your personal information. This Privacy Policy outlines the types of information we collect, how we use it, and your rights regarding your data.

Types of Information We Collect:

The personal information we gather depends on your interactions with us, whether offline or online through our Sites and Apps. Here are some examples of the information we collect and how we use it:

Account Registration:

Name, email address, and any preferences you provide to create and manage your account, provide support, and personalize your experience.

Customer Relationship Management:

Basic identifying and contact information (name, email address, professional contact information) to manage and maintain our relationship with customers and fulfill our contractual obligations.

Supplier Relationship Management:

Business information and contact details to manage our relationships with suppliers and fulfill our contractual obligations.

Cookies and First Party Tracking:

Tracking technologies like cookies, web beacons, and pixels to ensure our Sites and Apps function properly, improve your user experience, and maintain security standards.

Cookies and Third-Party Tracking:

Information about your internet activity to provide personalized advertising and gather website analytics.

Events, Tradeshow, Webinars, & Conferences:

Name, email address, employer details, and participation data to engage with potential clients and partners and communicate about our services and events.

Email Interaction:

Data on how you engage with our emails to understand and improve our email communications.

Feedback and Support:

Name, email address, and any content you provide to respond to your feedback or support requests.

Geolocation Information:

Location data from your device to offer services and information relevant to your location.

Mailing List:

Contact details like email address, phone number, and postal address to send you information about our services and marketing materials.

Mobile Devices:

Unique identifying data from your mobile device to recognize and understand interactions from your mobile device.

Billing:

Billing information including name, address, and payment details to process your orders and manage billing.

Applicant Information:

Personal and employment details for job applicants to manage recruitment processes and comply with legal obligations.

Applicant Sensitive (special) Personal Information:

Special categories of data where permitted by law to comply with legal and safety requirements. Provision is voluntary unless otherwise specified. Not providing it will not impact your application.

Partner Promotion:

Information from co-branded promotions to manage promotional activities.

Partner Integration:

Data for integrating with authorized partners to manage email interactions, events, and communications within our services.

Ratings and Reviews:

Information from product ratings or reviews to improve our products and services based on feedback.

Surveys:

Data provided through surveys to gather insights and information relevant to our organization.

How We Use Your Data:

We use your data for to Enhancing Services, Improving and personalizing your experience, Marketing and Promoting our own products and services.

Sharing Your Data:

We may share your information with:

Third Parties for promotional purposes and Service Providers, who assist us in operating our business.

Your Rights to update your information by sending us the email. If it is directly related to your company information, charges may apply as per service agreement.

Opt-Out of email:

You can unsubscribe from email, SMS using the same system from where you receive the promotional communications.

If you have any questions or concerns, please contact us at info@dealcentre.ca.

Changes to This Policy:

We may update this Privacy Policy from time to time. Any changes will be posted on our website. By using our services, you agree to this Privacy Policy.

Contests

When you participate in a contest, we gather your contact details to inform you if you win. This information helps us manage the contests. Sometimes, legal requirements mandate us to collect information about participants. By entering, you are also added to our mailing lists.

Website Interactions

We use various technologies to observe your access and interactions with our Sites. This includes tracking which links you click on and any information you enter into online forms. We also gather data about your device or browser. This information helps us understand your interactions, improve our Sites, and tailor offerings to your preferences and interests. Additionally, it aids us in detecting and preventing fraud.

Web Logs

We collect data such as your browser type, operating system, IP address (automatically assigned when using the internet), domain name, click activity, referring website, and date/time stamps for visitors. This information helps us monitor our networks, understand visitor behavior patterns, and enhance browsing and shopping experiences.

Types of Information We Collect on Behalf of Our Clients

Our customers are typically real estate agents and brokers who use our services and subscribe to our Sites and Apps. These platforms often involve collecting personal information from our customers' clients ("Clients"), individuals involved in a real estate transaction ("Participants"), or people using our electronic signature services solely to sign documents electronically ("Signatories"). Clients, Participants, and Signatories are not our direct customers. We refer to the information we receive from our customers about their Clients, Participants, and Signatories as "Client Information."

We limit the collection of personal and public information from Clients, Participants, and Signatories to what is necessary to provide our services. As a service provider and data

processor acting under our customers' instructions, we process the following types of personal information through our Sites and Apps:

Basic identifying details such as name, address, phone number, email address, and other personal information.

- Information about real estate owned, rented, leased, or listed by a client, including valuation and comparative market analysis.

Financial information, listing details, offers and transactional data, signatory information, and the content of documents shared electronically through our services.

Data about clients' interactions with our Sites and Apps, such as browser type, pages visited, internet and network activity, average time spent, IP address, device unique identifier, operating system version, and app version.

Additional personal information such as feedback, questions, comments, suggestions, or ideas provided by clients to offer additional benefits or improve our services.

We process all Client Information as a processor on behalf of our customers (and their affiliates), who control the Client Information. We are not responsible for our customers' privacy and data security practices, which may differ from this Privacy Policy.

If your data has been submitted to us by a customer and you wish to exercise any rights under data protection laws, please contact the customer directly. If you contact us directly, provide the name of the customer who submitted your data, and we will refer your request to that customer and support them in responding to your request in a reasonable timeframe.

We may also gather information about real estate ownership from multiple listing services to provide our services. These services have their own privacy and information collection practices and security measures.

Sources of Information

We collect your personal information in the following ways:

Directly From You: When you visit our Sites and Apps, register for an account, contact us, respond to surveys, purchase services, or sign up for communications.

Through Our Use of Cookies and Automatic Data Collection Technologies:

When you visit our Sites, use our Apps, open or click on our emails, or interact with our advertisements. We or third parties we work with use technologies like cookies, web beacons, clear GIFs, pixels, internet tags, web server logs, and other data collection tools. More information is available in the “Cookies and Similar Tracking Technologies” section below.

From Our Third-Party Partners:

Including customer organizations and third parties we collaborate with to provide the services you request.

Other Sources:

Such as data analytics providers, third parties sponsoring your access to our services (e.g., multiple listing services, local boards of realtors, or your brokerage firm), business partners, affiliates, or publicly available sources.

Use and Processing of Personal Information:

In addition to the purposes and uses described above, we generally collect and use your personal information to fulfill our business operations and provide the services you request, such as:

- Identifying you when you visit our Sites and Apps.
- Providing products and services.
- Enhancing our services and product offerings.
- Conducting analytics.
- Responding to support, employment opportunities, or other inquiries.
- Sending marketing and promotional materials.
- Administering, maintaining, evaluating, and improving our websites and services.
- Developing new products and services.
- Conducting research and analytics related to our websites and services, or industry analytics.
- Processing billing, tax, payment, and collection activities.
- Managing our business operations and fulfilling our contractual obligations.

- Complying with legal obligations and protecting our legal interests and rights.
- Detecting, investigating, preventing, or addressing malicious, deceptive, fraudulent, or illegal activities.

These sections describe our primary reasons for collecting your information, we may have multiple purposes in many situations. For instance, if you use our residential real estate solutions and services, we collect your information to fulfill our contract with you, as well as to understand market conditions, customer demographics, and the services we provide on their behalf.

Cookies and Tracking Technologies:

Every time you come to the website, our website's web server automatically collects information, including, in some instances, personal information, through cookies, web beacons, and other similar tracking technologies (collectively "cookies"). Cookies are small text files that are placed on your computer or mobile device when you visit a website or access one of our Apps. Cookies help the website and/or App remember information about your visit, which can make it easier to visit the website again and make the site more useful to you. Some cookies are deleted once you close your browser (session cookies), while other cookies are retained even after you close your browser so that you can be recognized when you return to a website (persistent cookies). More information about cookies and how they work is available at www.allaboutcookies.org.

Cookies on our Site and Apps are generally divided into the following categories:

Cookie Type	Description
Essential Cookies	Essential cookies are cookies that our website needs in order to function and that enable you to move around and use the website and features. Without these essential cookies, the website will not perform as smoothly for you as we would like it to, and we may not be able to provide the website or certain services or features you request. Examples of where these cookies are used include to determine when you are signed in, to determine when your account has been inactive, and for other troubleshooting and security purposes.
Analytics Cookies	Analytics cookies provide us with information regarding how visitors navigate and interact with our website. Such cookies allow us to understand, for example, more about how many visitors we have to our website, how many times they visit us, and how many times a user viewed specific pages within our website. Among other Analytics cookies, we use Google Analytics cookies for these purposes. For more information about Google Analytics, please refer to "How Google Uses Information From Sites or Apps that Use Our Services," which can be found at www.google.com/policies/privacy/partners , or any other URL Google may provide from

time to time. Advertising Cookies Advertising cookies may be placed by us or third parties to enable third party ad networks to recognize a unique cookie on your computer or mobile device. The information that is collected and shared by these types of cookies may also be linked to the device identifier of the device you are using to allow us to keep track of all the websites you have visited that are associated with the ad network. This information may be used for the purpose of targeting advertisements on our website and third party sites based on those interests.

We may use the information collected through cookies and related tracking technologies for the following purposes:

To make our Sites and Apps easier to use and generally improve its performance.

To gather metrics about how you interact with our Sites and Apps. For security reasons.

To provide personalized content. For example, we may store user preferences, your default language, device and browser information, your profile information, which includes the level of your usage of the website, which you visit, so we can identify you across devices and personalize the content you see.

To advertise to you via behavioral-based/targeted advertising and allow others to do the same.

Because we participate in advertising networks, you may see our ads on other websites or mobile applications. Depending on where you live, you may be able to opt out of ad network interest-based advertising or provide your consent to the same. To learn more about how to opt out of ad network interest based advertising , please visit www.aboutads.info/choices and www.networkadvertising.org/choices.

Disclosing of Information In addition to the specific situations discussed elsewhere in this policy, we disclose personal information for business or commercial purposes in the following situations. Please note that because this list is comprehensive it may refer to types of information that we disclose about other users.

Affiliates and Acquisitions:

We may disclose information with our corporate affiliates (e.g., parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also disclose information with that company, including at the negotiation stage.

Other Disclosures with Your Consent:

We may ask if you would like us to disclose your information with other unaffiliated third parties who are not described elsewhere in this Policy.

Compliance with Law or Other Legal Process:

We may disclose information (including Client Information) in response to court orders, or in connection with any legal process, or to comply with relevant laws. We may also disclose your information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies, or to comply with your request for the provision of services by a third party intermediary.

Public Forums:

Our Sites and Apps may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publicly available. Partner Promotion. We may offer contests, sweepstakes, or other promotions with third party partners. If you decide to enter a contest, sweepstakes, or promotion that is sponsored by a third party partner the information that you provide will be disclosed to us and with them. Their use of your information is not governed by this Privacy Policy.

Service Providers:

We disclose your information with service providers. Among other things service providers may help us to administer our Sites and Apps, collect data for analysis purposes, conduct surveys, provide technical support, and process payments.

Our Third-Party Partners:

We obtain information from, and may share information with, third parties that we have partnered with for marketing, or other, purposes.

Integration Partners: If you elect to link or integrate our Services with authorized integration partners (e.g. Google), we collect and share information about your account and initiated activities with the authorized integration partner. For example, if you elect to integrate your Relationships account with Google's Gmail, Maps, Contacts and/or Calendar applications, we may access and share information with Google to allow you to manage your email communications, calendar or contacts within our Services. Social Media Platforms and Networks. Our Sites and Apps may feature plugins, widgets, or and other tools made available by third parties that may result in information being collected or shared between us and the third party. For example, if you use Facebook's "Like" feature, Facebook may

register the fact that you “liked” a page and may post that information on Facebook. Their use of your information is not governed by this Privacy Policy.

De-identified Personal Information:

We may disclose or use aggregated or de-identified data for any lawful purpose. De-identified information is generally not considered to be Personal Information under applicable laws.

Data Retention: We retain information about you and your relationship with us for as long as is needed to fulfill our business purposes outlined in this Privacy Policy. The specific periods for which we keep information about you vary depending on the nature of the information, why we need it, and whether the personal information is de-identified. We also consider the minimum necessary retention period prescribed by applicable laws, recommended by industry standards, and provided in contracts and other legal obligations.

Your Rights & Choices Depending on your location, you may have the following rights with regard to your personal information:

Where required by law, we may transfer a machine-readable copy of your personal information to you or a third party of your choice, if technically possible.

Deletion of Your Personal Information:

Typically, we retain your personal information for the period necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

You may, however, request that we delete your personal information by following the process described below. If required by law, we will grant your request to delete information. However, when we delete personal information it will be removed from our active database, but it may remain in archives where it is not practical or possible to delete it. In addition, we may keep your personal information as needed to comply with our legal and compliance obligations, resolve disputes, and/or enforce any of our agreements.

Online Tracking:

An opt-out preference signal is a technology or mechanism that communicates your choice to opt-out of the sharing of your Personal Data for targeted advertisements or sales. You can learn more about implementing these signals by visiting globalprivacycontrol.org or exploring other emerging technologies and services that offer this capability. We recognize commercially acknowledged opt-out preference signals as valid requests to opt-

out of targeted advertising. This recognition is applicable only to the device and/or browser that sends the signal.

Promotional Emails:

We distribute free newsletters, surveys, offers, and other promotional materials, including targeted offers from third parties. You are automatically subscribed to these emails when you make a purchase or create an account with us. You can stop receiving promotional emails by following the unsubscribe instructions included in the emails you receive. If you choose to opt-out of promotional emails, we may still send you service-related communications.

Ground Mailings:

If you no longer wish to receive offers and/or circulars from us, you can remove yourself from our mailing lists by emailing us (contact information provided below) with “NO GROUND MAIL” in the subject line, along with your name and address. Please note that mailings are prepared in advance; therefore, you may still receive mailings that were initiated prior to your request.

Promotional Text Messages:

If you receive promotional text messages from us, you can opt-out by replying “STOP” to the message.

Restriction of Processing of Sensitive Personal Information:

Where applicable, this information will be marked accordingly and processed only for specific purposes. Currently, we do not use or disclose sensitive personal information beyond the purposes stated in this Policy or as permitted by applicable law.

How We Protect Personal Information:

We have implemented administrative, technical, and physical security measures to help prevent unauthorized access. However, no method of transmission over the Internet, or method of electronic storage, is completely secure. We use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure but cannot guarantee its security. If required by law, we will notify you of any breach to your personal information electronically, in writing, or by phone, if permitted.

Some of our websites and mobile applications may allow you to create an account, for which you will need to create a password. You are responsible for maintaining the confidentiality of your password and any use of your account. Notify us of any unauthorized

use of your password or account using the methods listed in the “Contact Information” section below.

Other Important Information:

The following additional information relates to our privacy practices:

Third Party Applications/Websites:

Our Sites may include links to websites or applications operated by third parties. Personal information provided to such third parties or directed by you to third parties will be governed by their privacy policies. We encourage you to review their policies before providing any personal information, as we have no control over their privacy practices.

Changes to This Privacy Policy:

We may change our Privacy Policy over time. The “effective” date reflects the date the current version took effect, and the “last updated” date shows the date of the most recent substantial modification.

Children’s Privacy:

We do not intentionally collect personal information from individuals under the age of 18. By accessing our applications and visiting our website, you affirm that you are at least 18 years old.

Contact Information:

For any questions, comments, or complaints about our privacy practices, email us at the address below. We will attempt to respond to your requests and provide additional privacy-related information.

info@dealcentre.ca

Privacy policy dated: 9th March 2025