

Privacy Policy

Hardman and Homes recognizes the importance of protecting the personal information you provide to websites owned and/or controlled by Hardman and Homes. This Privacy Policy explains the collection and use of information, including Personally Identifiable Information, entered on our Site; what we do to secure the information; and other important matters. By using our Site, you consent to our processing your information as set forth in this Privacy Policy and any amendments hereto.

1. Information We Collect

Generally, two types of information are collected from Site visitors: Personally Identifiable Information and Non-identifiable Information.

- **Personally Identifiable Information** is information provided by you, the user or visitor to the Site, and may include your name, residential or business address, usernames and passwords assigned to you as part of registering to use the site, and other information that may be used to identify you personally.
- **Non-identifiable Information** is tracking or browser information that may be automatically gathered when you visit the Site or open an email from us, via cookies or otherwise; for example, IP address, browser type, and the pages you visit.

2. How We Collect Information

A. Through the Registration Process: When you become a registered user of the Site, we may gather the information you provided as part of the registration process, including but not limited to your first name and ZIP code. We may also obtain information regarding your interests as you tell us about your plans and goals for your property through features you set up on the site.

B. Electronically Through Cookies and Other Means: Cookies are small files that are sent and stored on your computer when you visit our Site or when you open an email from the Site that enables us to recognize your computer the next time you visit the Site. There are two types of cookies:

- **Persistent Cookies:** These remain on your computer after you exit your browser and can be used by your browser on future visits to the Site or by third-party vendors when you visit certain other websites to improve your web experience. These cookies may collect data such as your browser type, your operating system, web pages visited, time of visits, content viewed, and other clickstream data, none of which will include personal information about you.
- **Session Cookies:** These are deleted from your computer once you disconnect from or leave our Site.

The use of cookies is considered industry standard. However, if your browser permits, you may choose to decline any cookies we use, but note this action may disable portions of our Site. If you want to opt out of receiving some advertising cookies, you may be able to do so by visiting this [link](#).

Other means to collect information while you are connected to our Site include **Web Beacons** and **Embedded Scripts**.

- **Web Beacons** are electronic images or web programming code included in our web pages used for several purposes, including counting visitors to the Site and tracking particular articles viewed. This code also allows us to understand the time and date of when a user has

opened an email and when they have utilized a link within the email to visit a website, allowing us to collect analytics about our traffic, customize our services, and send you ads about our services. You may disable our web beacons in our emails by turning images “off” in your email client. Please see your email client for more information.

- **Embedded Scripts** are programming codes designed to collect information about your use of the Site, including links that you select. This code is only active while you are connected to the site and is deactivated or deleted thereafter.

DO-NOT-TRACK DISCLOSURE: Some browsers have a “Do Not Track” feature that allows you to communicate to websites that you do not want to have your online activities tracked. Our system may not respond to Do Not Track requests or headers from some or all browsers.

C. Through Sales Made on the Site: If you purchase products or services from the Site, the information you provide while completing your purchase is used to help us provide the product or service you purchased.

When you purchase a product or service offered by a third party, either via a page on the Site that has our name as well as the third-party name and/or logo or through a link to the third-party site, your Personal Information may be shared with or collected by a third party. Information provided to the third-party site will be governed by that third party’s privacy policy.

D. Contests and Sweepstakes: Participation in contests and sweepstakes is voluntary and may require registration. Data you provide for promotions or contests on our Site, which may be sponsored by third parties, may include information about you and how to contact you, and that information could be used by us or disclosed to third parties who have sponsored or otherwise contributed to the contest or sweepstakes.

E. Mobile Device Identifiers: Certain mobile service providers identify mobile devices in a unique manner. If you access the Site through a mobile device or a mobile phone number is required for a feature on our Site, we may associate the mobile phone number with mobile device identification information.

3. How We Use the Information Collected

We use the information we collect to better serve you, to improve your experience on the Site, and to enable us to continue to deliver customized content on the Site. We may also use the information to bring to your attention content we believe might be of interest to you and to contact you for promotional or other purposes.

Hardman and Homes takes your privacy and your communications preferences very seriously. We will not share or sell your email address or other personal information you may provide us in the course of using the site with anyone without your explicit consent, except as provided above.

If necessary, we will release Personal Information if it is appropriate to a) comply with the legal process; b) identify, contact, or bring legal action against a party(ies) who cause (or we have a good faith belief will cause) injury to Hardman and Homes, its employees, Site users, or others; or c) otherwise protect the rights, property, or personal safety of Hardman and Homes, its employees, Site users, or others.

4. How We Secure the Information Collected

We are concerned about the confidentiality of your Personally Identifiable Information and maintain security procedures and standards, which we believe are as safe as today’s technology reasonably

permits, including the storage of your information on a secured server behind a firewall. We test these procedures and modify them as new technologies become feasible. Unfortunately, no data transmission on the internet is 100% secure, and we cannot warrant the security of information received from our Site or information you transmit to the Site.

5. Other Sites, Links, and Advertising Banners

Our Site may contain links to other sites and advertising banners, including advertiser sites, news sites, or sites by other third parties. Note that a third party will likely have its own policies and rules governing its site that may be different from those outlined in this Privacy Policy for this Site. Please be aware that this Privacy Policy only applies to this Site, and we are not responsible for policies and rules for any other sites.

6. To Edit Information About You

You may view, edit, or delete information about you by following the instructions on the Site registration page after you log in.

7. To Opt-In to Receive Information from Us

We utilize a strict Opt-In policy for receipt of our newsletters or other online messages regarding products, services, and programs. If you later choose to opt out, you can change your contact preferences by going to the Your Profile page after you log in and selecting the contact preferences page to select the opt-out option.

8. Effective Date and Updates

This Privacy Policy is effective as of the date above and may be updated from time to time by us at our sole discretion. Accordingly, we encourage you to periodically review this Privacy Policy.

9. Inquiries

If you have questions regarding this Privacy Policy, contact us via our website.