

Utah Ski Country Homes and Land for Sale/LWF Online Properties LLC

Privacy Policy

We are serious about protecting the privacy of our users, which comprise individuals and real estate companies who list/advertise property for sale and potential buyers who are seeking a property to purchase. We use information collected about you only as permitted in this Privacy Policy. This is our privacy policy, but be aware that should you follow a link to another Website, you are no longer covered by this policy. Words and phrases used in this policy have the same meaning as in the [Terms and Conditions](#).

The Information You Submit

At various times you may contribute your personal data to us as part of the process for purchasing a listing(s) and/or providing contact information for potential buyers for your listing(s). We will need to know all or some of the following: your full name, address, telephone number, e-mail address, real estate agency/company association, and method of payment.

How LWF Online Properties Will Use Your Personal Data

Your personal data will be used to provide and promote your listing(s), our Website, to process payments, to provide advertiser/user support, and for other purposes referred to in this Privacy Policy and the Terms and Conditions.

We will also use the personal data advertisers/users provide to us to contact the user from time to time with critical user or service updates, and to send other messages that are integral to the service we provide on the Website. If you have a listing account on the Website, we must always be able to e-mail you operational information about your account and your use of our services.

Your personal information is not shared with third parties, except: 1) in the case of special promotions by us, or one of our partners, about which you've requested to be notified; 2) where a third party performs services on our behalf and has agreed to keep such information confidential (such as the processing of your credit card payment or the conduct of an online survey for example); and 3) our Affiliates, but only for the purpose of performing this Agreement.

In the event that we or the Website are acquired by a third party, your personal information may be transferred to any such acquiror.

Newsletters

As a member of the Site, you may receive our "Listing/Advertiser" newsletters, which are an integral part of the service we provide. Buyers/users of the Website will be given the option to receive our "User" newsletters. Advertisers/users may cancel their subscription to these newsletters at any time.

Surveys

Surveys are another method by which we gather information about our users. From time to time, we request users' input in order to evaluate potential features and services. The decision to answer a survey is completely yours. We use information gathered from surveys to improve our service.

Inquiries

Website users may send inquiries to advertisers. These inquiries are both sent to the advertiser selected and retained by us. The resulting inquiry is available for review only by the advertiser to whom they were initially addressed and to us. While the content of these inquiries is not shared with any other party, the Website may opt to use third party e-mail servers to send and track receipt of the inquiry e-mails, and analyze the pattern of inquiry usage reported by these third party tracking systems; [the resulting information is used and stored only in an anonymous form.

How Do We Protect Your Personal Information Once We Have It?

We take appropriate technical and organizational measures to guard against unauthorized or unlawful processing of your personal data and against accidental loss or destruction of, or damage to, your personal data. While no computer system is completely secure, we believe the measures implemented by our site reduce the likelihood of security problems to a level appropriate to the type of data involved. We have security measures in place to protect our user database and access to this database is restricted internally. However, it remains each advertiser's responsibility:

1. to protect against unauthorized access to your use of the Website;
2. to ensure no-one else uses the Website while the user's machine is "logged on" to the Website service, particularly the property listing/editing functions.
3. to log off or exit from Website when not using it; and
4. where relevant, to keep his/her password or other access information secret.

All personal information is stored on a secure server. We do not store credit card numbers or related identifying information on any Website server. All such information is stored by the credit card processing entity, on their secured servers, and is protected via its

proprietary methods. Our privacy policy and our security or common practices do not apply to other companies.

What is a Cookie and Why Do We Use Them?

A "cookie" is a small piece of information forwarded by a Web server that stores in a Web browser so that it can later be read back from that browser. We may use cookies to store some personal preferences for your future visits. Cookies allow us to recognize you more quickly; therefore, your time spent on our site can be more personalized and productive. You'll find that cookies are an industry standard and are used at most major Web sites in much the same way we use them here at our Site.

If you wish, you can prevent cookie files from using (non-personal) information about you by either deleting the cookie folder in your browser or by putting your browser's Privacy setting higher, but doing so will mean that (a) your use of the Website will be adversely affected (and quite possibly entirely prevented), (b) your experience of this and other sites that use cookies to enhance or personalize your experience will be adversely affected, and (c) you will not be presented with advertising that reflects the way that you use our, and other, sites..

Web Beacons and Clear GIFs

We gather and share anonymised information concerning the usage of the Site by advertisers and buyers/users with one or more third-party tracking companies for the purpose of reporting statistics. In this connection, some of the pages you visit on our Website use electronic images placed in the web page code, called pixel tags (also called a "clear GIFs" or "Web Beacons") that can serve many of the same purposes as cookies.

Web beacons may be used to track the traffic patterns of users from one page to another in order to maximize web traffic flow.

The Website's third-party advertising service providers may also use Web Beacons to recognize you when you visit the Site and to help determine how you found the Site.

How We Protect Your Privacy with Third Parties

- As indicated above, we may work with other companies who place cookies or web beacons on our Website. These companies help operate our Website and provide you with additional products and services. They are subject to confidentiality agreements with us and other legal restrictions. We do not permit any of these companies to collect personal information using cookies or web beacons on our Website.

How To Correct or Update Your Information?

We allow our users the option to change or modify information previously provided. This may be done through the edit function on the Property Listing Data Entry page of the Website.

Changes to this Privacy Policy

We reserve the right to change this Privacy Policy from time to time, and post the new version on the Website. When we do so, we will notify you of the fact on the main screen of the Website and the new version of this Privacy Policy will take effect, and will govern all Website services and your relationship with us:

How long will we keep your personal data?

We will retain your personal data only as long as is necessary for the purposes to which you consent under the Terms and Conditions and this Privacy Policy, or as is required by applicable law, and then we will delete it.

Disclosure for legal reasons

Your personal data may be disclosed if we or an entity processing your data on our behalf are compelled to do so by law, or receive a valid, legally compliant request by a law enforcement or governmental authority.

Use of this Web site constitutes acceptance of the LWF Online Properties, LLC/utahskicountryhomesland4sale.com Terms and Conditions, Privacy Policy, and Content Guidelines.