

HIPPOCKETZ PRIVACY POLICY

Effective Date May 1, 2014

Welcome to HipPocketz! This document, our Privacy Policy, describes the types of information HipPocketz gathers from users of the HipPocketz website at www.hippocketz.com (and any subdomain) and the information provided by users that visit our partner websites and use HipPocketz functionalities and/or links through our Site. It also describes how we use that information. We refer to all of our websites as our "Sites," and all of the services and functionalities that we provide - including our Sites and our mobile applications - as our "Services."

OUR PRIVACY POLICY IS INCORPORATED AS PART OF THE [HIPPOCKETZ TERMS OF USE](http://www.hippocketz.com) POSTED ON THE [WWW.HIPPOCKETZ.COM](http://www.hippocketz.com) WEBSITE TO WHICH TERMS OF USE INCORPORATING THIS PRIVACY POLICY AND OTHER AGREEMENTS THAT APPLY TO YOU, YOU MUST AGREE TO USE THE WEBSITE. PLEASE READ THIS POLICY AND OUR TERMS CAREFULLY BEFORE USING OUR SITE, OUR MOBILE APPLICATION AND OUR SERVICES.

WARNING: BY USING HIPPOCKETZ'S SITE, MOBILE APPLICATIONS, AND SERVICES, OR ANY OTHER HIPPOCKETZ OWNED FUNCTIONALITY NOW IN USE OR HEREAFTER PLACED IN USE AS PART OF THE SERVICES, YOU AGREE TO THE PROVISIONS OF THIS POLICY. IF YOU DO NOT WANT TO BE BOUND BY OUR PRIVACY POLICY, PLEASE DO NOT USE OUR SERVICES!

Why We Collect Information from Businesses and Individuals

HipPocketz is a real estate information service gathering and dissemination business. To provide our Services, we use information we collect to:

Help you find the most relevant information for your situation by customizing our Services to optimize your experience;

Keep you connected with HipPocketz across the Internet and update you with residential real estate-related news and information, if you allow us to do so;

Put you in touch with the right people to sell, buy, or research residential real estate, and to optimize the information we share with those parties to initiate a productive and efficient relationship.

Our goal in this policy is to be transparent about the data we collect, why we

collect it, and how we use it, in order to make listing, selling, finding and buying, real estate a pleasant and fun experience!

To Whom Does This Policy Apply?

Some parts of this Policy are directed at specific types of people. We use some special terminology to refer to them, which we define below. This Policy applies to everyone who uses our Services, but sometimes we direct parts of it toward particular groups of users.

Users: "Users" are everyone who uses our Services.

Real Estate Professionals (REPs): "Real Estate Professionals," or "REPs" are users who have created accounts (free or paid) with us to sell or rent real estate, participate in our advertising services, and participate in other Services that we direct toward the professional real estate community. REPs include Premier Agents, agents, mortgage professionals and subscribers (described further below). We send leads to REPs on your behalf, as described in this Policy.

Subscribers: "Subscribers" are REPs who participate in our paid subscription plans, like HipPocketz Premier Agents premium status. Subscribers, like all REPs, get leads from us, but they also may receive third-party augmented information as described in this Policy.

What Information Do We Collect, and Where Do We Get It?

We Collect Some Information From All Visitors to Our Site:

Like many online services, we use technologies like session and persistent cookies, web beacons (tiny image files on web pages that communicate information about the page viewer to the beacon owner), log data, and third-party analytics services to collect and analyze information about all users of our Services. This includes things like users' search preferences, interaction with ads on our Site, and location.

Our servers automatically record information ("Log Data") created by your use of the Services. Log Data may include information such as your IP address, browser type, operating system, the referring web page, pages visited, location, your mobile carrier, device, search terms, and cookie information. We receive Log Data when you interact with our Services, for example, when you visit our

websites, sign into our Services, or interact with our email notifications. We use Log Data to provide our Services and to measure, customize, and improve them collect and use in the aggregate.

Cookies are small data files that we transfer to your computer. We use "session" cookies to keep you logged in while you use our Services, to better understand how you interact with our Services, and to monitor aggregate usage and web traffic information on our Services. We use "persistent" cookies to recognize you each time you return to our Services. For example, we create a persistent cookie that includes some basic information about you, like your most recent search and whether an agent responded to a query you sent using HipPocketz's Services. We use this persistent cookie to remember your preferences and, if you create an account, to make your user experience consistent after you register.

Most Internet browsers automatically accept cookies, but you can change your settings or use third-party tools to refuse cookies or prompt you before accepting cookies from the websites you visit. You can also use your browser settings or other tools to delete cookies you already have. Please be aware that some parts of our Services may not work for you if you disable cookies.

Information We Collect from Users with HipPocketz Accounts: When using our Services, you have the option to create an account (and for some REPs, to subscribe to our premium services). If you choose to create an account, we ask you to provide us with some limited personal information like your name and email address. We may use this information to contact you about the services on our Site in which you have expressed interest, or to suggest HipPocketz tools and services to improve your home buying, selling or renting process. If your browser permits the use of cookies, we will collect and store additional information using persistent cookies, as described above, and associate it with your account even if you are logged out.

Information We Collect from REPs: If you create a REP account with us, whether as a landlord, agent, or subscriber, we will ask you to provide certain information in order to set up your account. We ask all REPs to provide a name, a company (if available), a phone number, and an email address. We also ask agents to provide a real estate license number. If you create a paid REP account and become a subscriber, we require you to submit all of the information required from landlords and agents as well as a description of your campaign. We will also collect financial data like credit card information and billing addresses from subscribers, so that we can handle billing. If you are a subscriber, a HipPocketz representative may call you to verify your information.

Additional Information About You that We Obtain from Third Parties: We may

sometimes obtain information about you from third parties and use it to help agents serve you better. For example, our partners may help us provide predictions of your income range and how likely you may be to purchase a home. We will share this augmented data only with selected REPs (subscribers) who you choose to share information with by contacting them through the HipPocketz Services.

Information We Collect When You Use the HipPocketz Mobile Application: When you use the HipPocketz mobile application, we may collect Log Data specific to your mobile device ("Mobile Log Data"), like your mobile device model, your operating system, your device ID, whether you are logged in or not, and information about how you use our app and mobile site, such as what properties you are viewing and whom you contact through the app. As explained below, we need this information in order to analyze how mobile users interact with our Site and Services so we can improve our Services and the ads we show you. This information is stored with your HipPocketz account.

Location Data: If you provide location information (like a ZIP code, street address, or even just a city) during the registration process or at any other time via your account settings, we will store that information and associate it with your account.

If you use our mobile Site or app, we will collect location data directly from your device automatically if your device allows us to do so. In some circumstances, you may have to opt into sharing your location data with us. Additionally, your mobile device may provide you with choices about how and whether location data is shared with us.

We may use and store information about your location to provide localized features, to analyze our Services with the help of third-party analytics services, to provide you with relevant advertising and marketing materials, and otherwise to improve and customize our Services.

How We Share Your Information

Personally Identifiable Information: We will only share your personally identifiable information at your direction (e.g., when you request to contact a REP using our Services) and according to this Policy's terms.

Non-Personally Identifiable Information : In order to provide and improve our Services and to share relevant ads with you, we use and disclose to our advertising and analytics partners non-personally identifiable information that we collect, including cookie data, some log data, and mobile data. We also share

anonymous profiles of users who view a property with REPs. We will never intentionally re-identify non-personally identifiable information by combining it with personally identifiable information.

Some of our Services require that you opt into additional sharing:

Direct Contact with a REP : If you fill out a form to contact a REP (or use any other contact forms available on our Sites) or call a REP via our mobile site or app, we may share personally identifiable information that you share with us and information about your use of our Services with the party you wanted to contact. This may include data you input such as home search criteria or Log Data that we collect as you use the Services. If a REP wants to contact you based on the anonymized profile of HipPocketz pages you visited, we will contact you to see if we can make that connection. Sometimes, if we are working with a third party to improve the leads we provide to our subscriber REPs, we may provide that third party with additional but limited personally identifiable information for the sole purpose of their carrying out their duty to us.

Mortgage Services Quote Request Personal Information: **If you request a mortgage quote using our services when and If we permit such mortgage quote requests, you authorize us to share the personally identifiable information necessary for our partners to deliver the service. They are not permitted to use the information for any other purpose.**

Referrals: If you choose to use our referral service to tell a friend about our Site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the Site. HipPocketz stores this information for the sole purpose of sending this one-time email. Your friend may contact us at customerservice@hippocketz.com to request that we remove this information from our database.

Facebook Custom Audiences and Promotions: If you have not opted out of email communications with us, we will use your email address (and Facebook ID, if we have collected it) to promote HipPocketz content to you via Facebook's Custom Audiences feature and other Facebook advertising or promotional tools. The Custom Audiences feature allows us to reach out to our users via Facebook if those users have already shared their email addresses or Facebook IDs with us.

We do not allow anyone else to access the user lists we use for Facebook promotions, and Facebook itself will never receive any of our users' data. (Facebook receives a hash, a kind of digital fingerprint, of our users' data in order to make a match on its own servers, but they never receive any actual data.) If

you do not want to receive promotions as part of our Custom Audiences campaigns, unsubscribe from our email list via one of the emails you receive from us, and we will remove you from our Custom Audiences list within 7 days.

Social Sharing: When you use any social sharing function we may provide to share our products and Site (e.g., sharing on Facebook), your sharing activity will be processed through a third party's site or service. **These third parties' privacy policies, not ours, govern the collection and use of the information collected on those sites.**

User-Generated Content: **If you use our user-generated content services, like posting a question, answer or blog on this Site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.**

Professionals may add testimonials to their own profiles on HipPocketz. **They are responsible for obtaining consent to publish any personal information of those persons who submit said testimonials to them and those professionals are responsible for the content of those testimonials and indemnify HipPocketz for an liability arising from such testimonials if any.**

We may post user content, including testimonials and reviews, on our website. Some of it may contain personally identifiable information. We obtain customers' consent via email prior to posting the testimonial to post their names along with their testimonial.

If you want to remove your personal information that is being displayed on our website under public pages, please contact us at customerservice@hippocketz.com.

Protecting Ourselves and Our Users: We may release personal information when we believe that doing so is appropriate to comply with a legitimate law, regulation, or legal request; to enforce or apply our policies; to initiate, render, bill, and collect for amounts owed to us; to protect our rights or property; to protect the safety of our users; to address fraud, security, or technical issues; or if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.

Website Third-Party Ad Services: We use third-party ad services to deliver ads to you on our Services. These third-party ad servers may collect and use non-

personally identifiable information about your visits to our Services in order to present advertisements that may be of interest to you. If you would like more information about this practice or to opt out of having this information used by third-party ad servers to provide targeted ads on our Sites, please visit http://www.networkadvertising.org/optout_nonppii.asp.

Mobile Ad Networks and Analytics: For our mobile products, we use third-party service providers for the limited purpose of helping us analyze your Mobile Log Data and location data, so that we can improve and localize our services, show you relevant advertisements, and study the way our mobile users interact with our Sites and Services.

Transactions on the Website

Warning by HipPocketz and Agreement of Agents and Through Them Their Clients, Advertisers and Public Users of the Limits of HipPocketz' Ability to Protect Information Provided by REPs, Premier Agents, Their Clients Through Those Agents, the Public and Advertisers: Premier agents for themselves, their brokerage firms and their clients, advertisers, and the public who post information of any and all kinds, including client information, financial and other data and images (collectively "Posted Data") on the HipPocketz Sites understand and agree that while HipPocketz makes reasonable and diligent efforts to protect the Posted Data on the HipPocketz Sites that HipPocketz controls, HipPocketz has no control over Posted Data that can be accessed by third parties such as mortgage companies, title companies, governmental taxing authorities, hackers, data miners, data thieves, without limitation, who may harvest this information off of the HipPocketz Sites in spite of HipPocketz efforts to protect the information within its Sites and therefore that such Posted Data may be used by those third parties possibly even to the financial detriment of Premier agents', their clients, advertisers and the public, without limitation.

HipPocketz May Share Nonspecific Nonpersonal (as to an Agent Client or Other User) Statistical Data from or Posted on the Website with Third Parties: HipPocketz may share nonspecific nonpersonal statistical data from the Website with third parties such as Boards of Realtors, Real Estate associations and commissions local, state and national, economists and economic oriented institutions and governmental bodies, and media outlets, without limitation.

HipPocketz Will Turn Over Specific and Nonspecific Data Pursuant to Subpoenas: HipPocketz will be compelled by law and must share specific and nonspecific data with third parties pursuant to state and federal court subpoenas and subpoenas of law enforcement, and subpoenas of state and federal regulatory agencies.

HipPocketz Will Not Sell Specific Personal Posted Data from Agents About Agents, Agent's Firm or Agent's Client(s): HipPocketz will not sell to third parties any specific specific personal data including specific personal aspects of Posted data to third parties without first giving notice and allowing Users of all types to opt out of HipPocketz' decision/policy for future sale of data if any there ever is..

General Matters

HipPocketz Emails: You can control whether you receive HipPocketz emails by following the instructions at the end of each email we send. You may also opt-out by sending an email to customerservice@hippocketz.com.

Accessing Your Personally Identifiable Information: If your personally identifiable information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by logging into your account or by emailing our Customer Support at customerservice@hippocketz.com or by contacting us by postal mail at the contact information address listed below.

Deleting Your Account: While we will be sad to see you go, you can delete your account by contacting our customer service team at customerservice@hippocketz.com .

The Accuracy and Confidentiality of Your Account Information Is Your Responsibility: You are responsible for maintaining the secrecy and accuracy of your password, email address, and other account information at all times. We recommend a strong password that you do not use with other services. We are not responsible for personal data transmitted to a third party as a result of an incorrect email address. If you believe your password has been compromised, please change your password immediately via the HipPocketz Site or contact us at customerservice@hippocketz.com for assistance.

Children: HipPocketz does not knowingly collect or store any personal information about persons under the age of 13. If you believe a child is using this service without parent consent, please contact us at customerservice@hippocketz.com immediately.

Third-Party Websites: Our Site may contain links to other websites. When you click on one of these links, you are navigating to another website. We do not accept liability for misuse of any information by any website controller to which we may link. We also do not have any responsibility of liability for the content on websites that use the HipPocketz Search functionality. We encourage you to read the privacy statements of these sites, which may differ from ours.

Sale / Merger: Information about our users and our Site is a business asset of HipPocketz. Consequently, information about our users, including personal information, will be disclosed as part of any merger or acquisition, creation of a separate business to provide the Site, our services or fulfill products, sale or pledge of company assets as well as in the event of an insolvency, bankruptcy or receivership in which personal information would be transferred as one of the business assets of the company. You will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information,

Security: We use commercially reasonable security measures to protect the loss, misuse, and alteration of the information under our control. However, we cannot absolutely guarantee the protection of any information shared with us. **When you enter sensitive information (such as a credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL). Beyond our use of commercially reasonable security measures the liability limitation and damage and loss limitation provisions of this Privacy Policy and the Terms of Use for the Hippocketz site apply unless prohibited or restricted (and only to the extent prohibited or restricted) in the jurisdiction where you are located.**

Policy Changes: We may update this privacy policy to reflect and keep up with changes to Hippocketz' information practices. If we make any significant change in how we use your personal information we will notify you by email (sent to the e-mail address specified in your account) and/or by means of a notice on this Site prior to the change becoming effective. **We encourage users you to periodically review this policy through the Site for the latest information on our privacy practices.**

Contacting Us: If you have any questions or suggestions regarding our privacy policy, please contact us at:

HipPocketz.com, LLC, P.O. Box 342199, Austin, Texas 78734

or

customerservice@hippocketz.com