

Property Tax Pros, LLC

Privacy Policy

1. Scope

- 1.1. This privacy policy (“Privacy Policy”) describes how Property Tax Pros will collect, use, transfer and disclose information about you. This Privacy Policy applies to:
 - a. The Property Tax Pros web site located at www.propertytaxpros.com, and all associated web sites linked to www.propertytaxpros.com and controlled by Property Tax Pros or its subsidiaries (referred to collectively as the “Site” in this document);
 - b. All products, services, software, data, analyses, reports, documents or other information or materials offered, accessed or provided on or through the Site (referred to collectively as the “Services” in this document);
- 1.3. This Privacy Policy is incorporated into the Universal Terms and Conditions of Use: Site and Services (“Terms”) found at www.propertytaxpros.com/legal by reference in that document.

2. Changes to this Privacy Policy

- 2.1. We may change this Privacy Policy at any time and from time to time.
- 2.2. When we change this Privacy Policy in a material way, we will give notice by changing the date it was last updated and as required by law.

3. Information we collect

3.1. Information you provide to us

- a. When you use the Site or the Services, including, but not limited to, obtaining an instant analysis, creating an account, purchasing an offering or joining a referral program, we may collect a variety of information including, but not limited to, your name, email address, mailing address, phone number, contact preferences and credit card information.
- b. For certain types of accounts, we may also collect a variety of information related to your vocation including, but not limited to, your employer’s name; your business email address, mailing address and phone number; and your professional license number.
- c. When you specify a particular property in order to access certain features of the Site or the Services, we collect the address and/or government identification number of the property.
- d. Information you provide to us will be treated as “personal information.”
- e. Aggregated personal information which does not permit direct association with any specific individual will be treated as “non-personal information.”

3.2. Information we collect automatically

- a. We automatically collect information related to your accessing of and use of the Site and/or the Services including, but not limited to, the web site from which you came; your internet service provider (ISP); your internet protocol (IP) address; your browser’s type and

language; your computer's operating system; and the date and time each part of the Site and/or the Services is accessed.

- b. We may use systems or tools such as cookies, web beacons, pixel tags, and other tracking mechanisms to facilitate the automated collection of information related to your use of the Site and/or the Services.
- c. Information we collect automatically will be treated as "non-personal information" when the data is in a form which does not permit direct association with any specific individual. Any information collect automatically which can be directly associated with any specific individual will be treated as personal information.

3.3. Public information

- a. The Site and the Services rely on "public information" which is obtained directly or indirectly by government sources, including, but not limited to, state, county and city governments, and which can be obtained by the general public for a nominal fee or for free.
- b. For any property, the public information we obtain is extensive and includes, but is not limited to, detailed information regarding the:
 - i. Physical characteristics of the property's dwellings and other improvements
 - ii. Physical characteristics of the property's land
 - iii. Name(s) and mailing address of the property's owner(s)
 - iv. Sale history of the property
 - v. Figures used by the state government to compute the property's assessment
- c. For the purpose of this Privacy Policy, "public information" is treated distinctly from either "personal information" or "non-personal information."

4. Use of information we collect

4.1. Personal information

- a. We use personal information to help us develop, deliver and improve our products, services, content and advertising. Example of such uses include, but are not limited to:
 - i. Sending you important notices, such as communications about purchases or changes to our terms, conditions or policies.
 - ii. Customizing and/or personalizing your experience with the Site and/or the Services.
 - iii. Processing and fulfilling your purchases.
 - iv. Developing and/or informing you of new services or promotions.
 - v. Monitoring, evaluating and/or improving the Site and/or the Services.
- b. We may also use personal information for internal purposes such as auditing, data analysis and research to improve our products, services, and customer communications.
- c. Property Tax Pros will not sell, rent, trade or share personal information with third parties for marketing or promotional purposes without your consent.
- d. We may share personal information with third party service providers in order for them to help us provide you the Site and the Services we offer. Our third party service providers are

obligated to protect personal information as a result of reasonable contractual and technical protections which we implement. Access to personal information by third party service providers is limited to Property Tax Pros-specific purposes for limited periods of time.

- e. We may disclose personal information if we determine that disclosure is reasonably necessary to enforce our terms and conditions, protect our operations or customers, collect monies owed to us, comply with the law, or to respond to lawful requests or legal process.
- f. Personal information may be disclosed or transferred as part of any merger, acquisition, sale of company assets or transition of business operations to another company. In the event of such disclosure or transfer, the personal information would remain subject to the obligations defined in any pre-existing Privacy Policy.

4.2. Non-personal information

- a. We may collect, use, transfer, or disclose non-personal information for any purpose.
- b. Whenever non-personal information is combined with personal information such that the non-personal information can be associated with any specific individual, the combined information will be treated as personal information for as long as it remains combined.

4.3. Public information

- a. We may collect, use, transfer, or disclose public information for any purpose.
- b. Appeal recommendations are made based on analyses of public information. As such, for any property we believe an appeal is recommended, we may disclose its address, what we believe is its appropriate assessment, the tax rates and tax credits that apply to the property, and any other public information associated with the property, including, but not limited to, the name(s) of the property's owner(s).

4.4. Use of discount codes

When a discount code is used for a purchase related to a specific property, we may disclose the name of the street where the property is located, the type of offering purchased, the date the discount code was used, and the specific discount code used.

For example, if discount code ABCD1234 were used on December 1, 2010 to purchase appeal service 1 for the property at 12345 Maple Avenue in Rockville, Maryland, we may disclose that discount code ABCD1234 was used on December 1, 2010 for the purchase of appeal service 1 for a property on Maple Avenue in Rockville, Maryland.

5. Third-party sites or services

- 5.1. The Site or the Services may provide links to third-party sites or services not controlled by Property Tax Pros or its subsidiaries.
- 5.2. Information collected by third-party sites or services is governed by their privacy policies. You are advised to learn about the privacy practices of any third-party sites or services you use.

6. Children

- 6.1. Per the Terms, users of the Site or the Services are required to be of legal age to form a binding contract with Property Tax Pros.

- 6.2. We do not knowingly collect personal information from anyone under the age of 18. If you are under 18, please do not use the Site or the Services. No one under 18 may provide personal information to the Site, the Services or Property Tax Pros.
- 6.3. If we learn that we have collected personal information from anyone under the age of 18, we will delete that information as quickly as possible.

7. Security of information

- 7.1. Property Tax Pros uses several industry best standard methods of securing user information and data. We use firewall barriers and secure socket layers, where appropriate. We also maintain strict limits on who at Property Tax Pros can access the databases that contain your information.
- 7.2. We use commercially acceptable means to protect your personal information. However, no method of transmission over the internet, or method of electronic storage, is 100% secure. As such, we cannot guarantee its absolute security. In the unlikely case of a security breach on our databases, we will take immediate steps to resolve the problem quickly and effectively.

8. Communication choices

- 8.1. Users may opt out of receiving certain types of emails and communications by changing their preferences associated with their account. Users, however, may not opt out of receiving emails or communications regarding purchases or changes to our terms, conditions or policies or other matters which Property Tax Pros deems to be essential to the user.
- 8.2. When a user account is deleted, whether initiated by the user or Property Tax Pros, we will use commercially reasonable efforts to remove personal information from our databases and servers. Despite such efforts, portions of personal information may remain in/on our production and back-up databases and servers indefinitely.