

## **PRIVACY POLICY**

We at Irwin R. Rose and Company (referred to as “The Company”) recognize the importance of protecting the privacy of individual-specific information collected about our website users. This Privacy Policy discloses what information we gather, and how we use it. It is our intention to give you as much control as possible over your privacy in regard to your information and the use we make of it in the course of our business. The Company does not sell, rent, loan or transfer any personal information regarding our website users to any unrelated third parties. Any information you give us about yourself is held with the utmost care and security and will not be used in ways to which you have not consented.

### **Optional Services**

Information is collected by specifically requesting it from you. Generally, this occurs when you request information or a service. Usually, The Company uses your information to operate the website and deliver its services. For example, if you submit a Reservation Deposit for a unit, such information will be forwarded to the applicable property.

### **Usage Tracking**

The Company collects IP addresses for the purpose of system administration and to audit the use of our website. When users request pages from The Company, our servers log the user's IP addresses. We do not normally link IP addresses to anything personally identifiable, which means that we log a user session, but the user remains anonymous to us. We can and will use IP addresses to identify a user when we feel it is necessary to enforce compliance with our terms of service or to protect our service, site, users or others. The Company does not make use of cookies.

### **Sharing of Information**

As a general rule, The Company will not disclose any personal information except when we have your permission or under special circumstances. We may disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating The Company's terms of service or may be causing injury to or interference with (either intentionally or unintentionally) The Company's rights or property, other users of the website or anyone else that could be harmed by such activities. The Company may disclose or access account information when we believe in good faith the law requires and for administrative and other purposes that we deem necessary to maintain, service and improve our services.

### **Security**

The importance of security for all information associated with our users is of utmost concern to us. We exercise great care in providing secure transmission for your information from your computer to our servers. Unfortunately, no data transmission over the Internet can be guaranteed to be one hundred percent (100%) secure. As a result, while we strive to protect your information, The

Company can't insure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, The Company uses industry standard efforts to safeguard the confidentiality of your information. However, "perfect security" does not exist on the Internet.

By using this website, you signify your agreement to The Company's Privacy Policy. If you do not agree with this Privacy Policy, please do not use this website. Your continued use of The Company's website following the posting of changes to this Privacy Policy will mean you accept those changes.

### **Contacting Us**

If you have any concerns about our privacy practices, contact us at:

Irwin Rose and Company  
P.O. Box 40879  
Indianapolis, IN 46240-0879  
Attention: Web Administrator