

# Keystone

ASSET MANAGEMENT

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## KEYSTONE ASSET MANAGEMENT, INC. PRIVACY STATEMENT

This notice details the privacy policies of Keystone Asset Management Inc. (“Keystone”) for consumers, realtors and service providers accessing its website located at [www.keystonebest.com](http://www.keystonebest.com), including how Keystone protects information provided or collected through this website. Questions regarding this statement should be directed by e-mail to [vendoradmin@keystonebest.com](mailto:vendoradmin@keystonebest.com). You may also contact our Privacy Division, located at 890 Forty Foot Road, Suite 110, Lansdale, Pennsylvania, 19446.

### What information does Keystone collect and how does Keystone use it?

- **Consumers:** You may visit and use certain features of our website without any registration, in which case none of your personal information will be collected or retained.
- **Agents and Service Providers:** You may visit and use certain features of our website without any registration, in which case none of your personal information will be collected or retained. However for you to register and take advantage of the benefits and exclusive features of the Keystone website, you are required to provide your name, broker office name and address, email address, real estate license number and issuing state, phone number, and federal tax ID number. You may additionally add your mobile phone number, business name and facsimile number and home address, phone number and facsimile number. In addition, by registering through the website, you expressly authorize Keystone to create a performance profile about you as an agent including statistical information with respect to your response times and sales statistics.

This allows us to properly and effectively integrate you into the website database in order to provide you with the functionality, feedback, support and any information you request. We may additionally use the information we collect to occasionally seek feedback from you regarding potential Keystone products and services and to notify you about important functionality changes to the website, new products and services available through the website or otherwise offered by Keystone, and special offers we think you'll find valuable.

We may additionally use information provided through our website and services to compile performance and analysis reports pertaining to agents, vendors and other users of our website and systems. We may additionally collect website data to contact any entities who access or use our website unless the entity “opts-out” from being contacted. You may choose to opt-out from being contacted by removing your information from our databases as provided in this Privacy Statement.

Notwithstanding any other term of this Privacy Policy, we may release any personal information we obtain or collect when we believe its release is appropriate to comply with the law, enforce our website policies, or protect ours or others' rights, property, or safety.

### How does Keystone protect visitor information?

Keystone uses industry-standard technologies when storing, transferring and receiving consumer data exchanged to help ensure its security. This includes password protected member records, firewalls, secure servers and SSL encryption.



**Does Keystone use “cookies”?**

Cookies are small bits of electronic information that a web site can transfer to a visitor’s hard drive to help tailor and keep records of his or her visit to the site. The use of cookies is standard on the Internet and many web sites use them. We currently save preference information in cookies. Though most Web browsers automatically accept cookies, you can usually change your browser to prevent the storage of any cookies or to notify you when you are sent a cookie.

**Does Keystone disclose any personally identifiable information it collects from its visitors to outside parties?**

Keystone does not transfer, sell and/or otherwise share the information you provide to us to partners and third parties.

**Keystones’ special note to parents:**

In compliance with the 1998 Children’s Online Privacy Protection Act (COPPA), Keystone is a general audience website, and does not knowingly collect, nor will ever knowingly retain, personally identifiable information from any visitor Keystone actually knows to be under thirteen years of age without the consent of that child’s parent or legal guardian.

**How does a visitor remove or modify the information they have provided to Keystone?**

After gathering any user information, Keystone offers users the opportunity to remove their information from our database so as not to receive future communications or to no longer interact with the website until they later chose to by logging into your account through the Keystone website and changing your account settings and preferences. However, once removed from Keystones’ database, users will no longer be able to access any of the exclusive features offered to registered users.

**Third party links and co-brand relationships:**

In an attempt to provide increased value to our visitors, Keystone may choose various third party websites to link to and from its own website. Keystone may also participate in co-branding and other relationships to offer information, programs and other services and features to its users. However, even if the third party is affiliated with Keystone, Keystone has no control over these linked sites, and each of these sites has separate privacy and data collection practices independent of Keystone Asset Management. As such, we have no responsibility or liability for these independent policies or actions, and are not responsible for the privacy practices or the content of any such websites. These linked sites are only for your convenience and you therefore access them at your own risk. Accordingly, please carefully review the data collection policies on each of these websites.

**Your consent, policy changes and change of ownership:**

By using our website, you consent to the collection and use of information by Keystone as set forth in this Privacy Statement. If we decide to change our privacy policy, we will post those changes on this page so that you will always be aware of what information we collect, how we use it, and under what limited circumstances we disclose it. Continued access or use of the website shall constitute your express acceptance of any modifications to this Privacy Statement. In the event that Keystone or a substantial portion of Keystones’ assets are acquired, customer information collected and retained in accordance with this Privacy Statement may be one of the transferred assets.

**Additional Information:**

Questions regarding this policy or the practices of Keystone Asset Management should be directed to Keystone at [vendoradmin@keystonebest.com](mailto:vendoradmin@keystonebest.com). You may also contact our Privacy Division, located at 890 Forty Foot Road, Suite 110, Lansdale, Pennsylvania 19446.