

HomeSphere Privacy Policy

HomeSphere LLC (“**HomeSphere**,” “**we**,” “**us**,” or “**our**”) is committed to protecting your privacy. HomeSphere has prepared this Privacy Policy (this (“**Privacy Policy**”) to describe to you, or, if you represent an entity or other organization, that entity or organization (in either case, “**You**”) our practices regarding the information that HomeSphere collects, uses, and shares.

This Privacy Policy applies when You interact with us by interacting with us by using HomeSphere’s online portal, as well as any other website operated by HomeSphere, and/or any of HomeSphere’s mobile applications (collectively, the “**Sites**”); participate in our events, promotions, offerings, or partner activities; or interact or communicate with us as part of our marketing practices or outreach. We offer a variety of Services. As part of providing the Services, we collect and receive information in a variety of ways, including through the Sites, from our customers and/or prospective customers, and from individuals that use the Services.

For the purposes of this Privacy Policy, HomeSphere is a controller (*i.e.*, responsible party) of Your personal information when we administer the Services directly on our own behalf. In certain situations, we also administer the Services on behalf of customers or other third parties. In those instances, HomeSphere may act as a processor or service provider to such organizations, and You should review the privacy policy of those third parties, as they will be responsible for the handling of your personal information.

1. COLLECTION OF PERSONAL INFORMATION. We collect both personal and non-personal information from You through Your use of the Sites and Your participation in HomeSphere’s Incentive Programs (whether or not through the Sites or through Your interactions with HomeSphere outside of the Sites). For purposes of this Privacy Policy, when HomeSphere uses the term “**personal information**,” HomeSphere means information that identifies, relates to, describes, or can be associated with You. Personal information may include name, email address, telephone number, home address, and zip code.

HomeSphere collects personal information from You when You voluntarily submit it to HomeSphere. For example, HomeSphere may collect or receive personal information from You when You create an account, participate in our Incentive Programs, use or access Service or Content on the Sites, or otherwise interact with HomeSphere or the Sites..

Depending on the Services You use, the following are the categories and specific types of personal information that we may collect:

Contact Information/Identifiers, including name, email address, postal address, phone number, username, business contact information, or other similar identifiers.

Device Information and Other Unique Identifiers, device identifier, internet protocol (IP) address, or similar unique identifiers.

Internet or Other Network Activity, including browsing or search history, and information regarding Your interactions with our websites, mobile applications, emails, or advertisements.

Geolocation Data, including information that permits us to determine Your location, such as if You manually provide location information or enable Your mobile device to send us precise location information.

Payment Information, including credit or debit card number, or other financial information.

Inferences, including inferences drawn from or created based on any of the information identified in this section.

Sensitive Personal Information (where permitted and in accordance with applicable law). Of the information listed above, username, and password are also sensitive personal information.

The provision of the sensitive personal information listed above is voluntary. In certain instances, we will not be able to process Your request for our Services without the requested personal information.

2. SOURCES OF PERSONAL INFORMATION. We collect Your personal information in the following ways, pursuant to applicable law:

Directly from You, when You use our Services, register for an account, contact us, sign up to receive emails, text messages, and/or postal mailings.

Through Our Use of Cookies and Other Automatic Data Collection Technologies, when You visit the Sites, use our mobile applications, open or click on emails we send You, or interact with our advertisements. We or third parties we work with automatically collect certain information using technologies such as cookies, web beacons, clear GIF, pixels, internet tags, web server logs, and other data collection tools. For more information, please see the “Cookies and Similar Tracking Technologies” section below.

From Our Third-Party Partners, including from third parties that we have partnered with to provide You the Services that You have requested from us.

Other Sources, including publicly available sources.

3. USE OF PERSONAL INFORMATION. HomeSphere may use your personal information for various business purposes (“**Processing Purposes**”) associated with our general business operations, including:

Providing Our Services

To provide You with the Services, and to enable You to access and use our Sites.

To facilitate transactions, process payments, and deliver invoices.

To provide maintenance, support, and customer service for the Sites.

Communicating with You

To communicate with You and respond to Your requests, questions, comments, and other inquiries.

To offer You personalized advertisements, as further described in the “Cookies and Similar Tracking Technologies” section below.

To send marketing and promotional materials, including information relating to our products, Services, sales, or promotions or those of a third party.

To send You materials, updates, and product information regarding the Sites.

To contact You for information verification purposes.

Analytics and Administration of the Sites

To help diagnose problems with the Sites, to administer the Sites, and to enhance the Sites.

To monitor the usage and performance of the Sites, and to determine aggregate information about our users and usage patterns.

To customize Content and Services available on the Sites.

Core Business Functions

To manage our business operations, perform our obligations and exercise our rights under any agreement that You or Your organization has with use.

For other purposes with Your consent, or as otherwise permitted or required by applicable law.

Legal Obligation

We use personal information to comply with our legal or regulatory obligations, to establish or exercise our rights, and to defend against a legal claim.

Security and Fraud Prevention

We use personal information to detect, investigate, prevent, or take action regarding possible malicious, deceptive, fraudulent, or illegal activity, including fraudulent transactions, attempts to manipulate or violate our policies, procedures, and terms and conditions, security incidents, and harm to the rights, property, or safety of HomeSphere and our users, customers, employees, or others.

Use of Your Sensitive Personal Information

With regard to sensitive personal information, we only use Your sensitive personal information to provide You with the requested products or Services and to administer Your account.

4. DISCLOSURE OF YOUR PERSONAL INFORMATION. In addition to the specific situations discussed elsewhere in this Privacy Policy, we may disclose information in the following situations, as permitted by applicable law:

Within HomeSphere. HomeSphere may share information with companies that are affiliated with us (that is, that control, are controlled by, or are under common control with HomeSphere).

Business Partners. HomeSphere may also share information with Builders, Manufacturers, and other third parties to facilitate HomeSphere's business.

Service Providers. HomeSphere may share information with service providers that perform services for HomeSphere, such as providing hosting services, marketing assistance, data analysis, and processing payment card information.

To Comply with the Law or Protect a Legal Right. There may also be instances when HomeSphere may disclose Your personal information without providing You with a choice in order to protect the legal rights of HomeSphere, other affiliated companies or their employees, agents, and contractors; to honor a request that You have made through the Sites; to protect the safety and security of other users; to protect against fraud or for risk management purposes; or to comply with the law or legal process.

Business Transaction. In addition, if HomeSphere sells all or part of its business or makes a sale or transfer of assets or is otherwise involved in a merger or business transfer, HomeSphere may transfer information to a third party as part of that transaction.

Social Media Platforms and Networks. The Sites may offer You the ability to share information about You through a social networking site (e.g., Facebook, Twitter, LinkedIn), using such site's integrated tools (e.g., Facebook "Like" button, or Twitter "Tweet" button). The use of such integrated tools enables You to share information about Yourself with other individuals or the public, depending on the settings that You have established with such social networking site. Additionally, by making information available to HomeSphere, You "opt in" to allow HomeSphere to provide such information to a social networking site without Your further consent. For more information about the purpose and scope of data collection and use in connection with such social networking site or a site's integrated tools, please visit the privacy policies of the entities that provide these social networking sites.

Other Disclosures with Your Consent. We may ask if You would like us to share Your information with other unaffiliated third parties who are not described elsewhere in this Privacy Policy.

5. COOKIES AND SIMILAR TRACKING TECHNOLOGIES

HomeSphere may also collect other information about You through the Sites using the following technologies:

Cookies. "Cookies" are small bits of information that the Sites place on the hard drive of Your computer. Cookies remember information about Your activities on the Sites to make Your visits to the Sites more enjoyable and valuable to You by providing a customized experience and recognizing Your preferences when You visit the Sites. If You have chosen to disable cookies on Your browser, some of the functionality of the Sites may be lost. Certain web pages or functionality provided by HomeSphere, require that cookies be enabled in Your browser and cannot be used when You have disabled cookies in Your browser.

Web beacons or clear pixels. Web beacons are small graphic images on a web page or in an email that can be used for such things as recording the pages that You select, or tracking the performance of email marketing campaigns.

Web server logs. Web server logs are records of activity created by the computer that delivers the web pages You request to Your browser. For example, a web server log may record the search term You entered or the link You clicked to bring You to a web page. The web server log also may record information about Your browser, such as Your IP address and the cookies set on Your browser by the server.

We differentiate between cookies that are essential for the technical features of the Sites and optional analytics and advertising cookies.

Cookie Type	Description
Essential Cookies	These are cookies that the Sites need in order to function, and that enable You to move around and use the Sites. Without these essential cookies, the Sites will not perform as smoothly for You as we would like them to and we may not be able to provide the Sites, or certain services or features You request. Examples of where these cookies are used include to determine when You are signed in, to determine when Your account has been inactive, and for other troubleshooting and security purposes.
Analytics Cookies	Analytics cookies allow us to understand more about how many visitors we have to our Sites, how many times they visit us, and how many times a user viewed specific pages within our Sites. Although analytics cookies allow us to gather specific information about the pages that You visit and whether You have visited our Sites multiple times, we cannot use them to find out details such as Your name or address. We use Google Analytics. For more information about Google Analytics, please refer to “How Google Uses Information From Sites or Apps that Use Our Services,” which can be found at www.google.com/policies/privacy/partners/ , or any other URL Google may provide from time to time.
Advertising Cookies	Depending on Your location and in certain circumstances, HomeSphere may work with third-party online or mobile network advertisers that use cookies to help us manage advertising and measure its effectiveness. These cookies enable third-party ad networks to recognize a unique cookie on Your computer or mobile device and may be placed by us or our network advertising firm that works with our third-party network advertiser. The information that is collected and shared by cookies may be linked to the device identifier of the device You are using to allow us to keep track of all the sites and mobile applications You have visited that are associated with the ad network. This information may be used for the purpose of targeting advertisements on the HomeSphere Sites and third-party sites or mobile applications based on those interests.

6. SECURITY AND RETENTION. HomeSphere employs reasonable and appropriate security measures to protect personal information from becoming disclosed to individuals or entities that are not described in this Privacy Policy. However, no method of transmission over the Internet, or method of electronic storage, is fully secure, and we cannot guarantee the security of Your personal information. In the event that we are required by law to inform You of a breach to Your personal information, we may notify You electronically, in writing, or by telephone, if permitted to do so by law.

HomeSphere may offer public discussion forums and bulletin boards. Please note that information that You disclose in these public forums becomes public. Use caution in disclosing any personal information.

The Sites may permit You to create an account. When You do, You will be prompted to create a password. You are responsible for maintaining the confidentiality of Your password, and You are responsible for any access to or use of Your account by someone else that has obtained Your password, whether or not such access or use has been authorized by

You. You should notify us of any unauthorized use of Your password or account by using one of the methods listed below under “Communications.”

We retain Your personal information for as long as is needed to fulfill our legitimate business purposes outlined in this Privacy Policy. The specific periods for which we keep personal information about You vary depending on the nature of the personal information, why we need it, and whether the personal information is de-identified. We also consider the minimum necessary retention period prescribed by applicable laws, recommended by industry standards, and stated in contracts and other legal obligations.

7. CHILDREN’S PRIVACY. Our Services are not intended for persons under 13 years of age. We do not knowingly collect or maintain personal information from persons under 13 years of age. If we learn that we have collected personal information from persons under 13 through our Services, we will take appropriate steps to delete this information.

8. ACCESS & CHOICE. HomeSphere has implemented the following procedure that You may use to access, correct, or delete Your personal information, or choose how Your personal information is used:

If You would like to know the types of personal information that HomeSphere collects from the Sites, please email or write HomeSphere at the addresses listed below under the Section titled “Communication.”

If You would like to know whether HomeSphere has collected personal information about You, please send us the activities and services that You participated in on the Sites that requested personal information. After reviewing the relevant databases, HomeSphere will confirm whether HomeSphere has collected such personal information about You and provide a list of Your personal information that we have on file.

If Your personal information is incorrect, You may correct the personal information by sending a written request for correction to HomeSphere at the address below. Your request must include: (i) all of the incorrect personal information that You wish to change, (ii) the corrected personal information, and (iii) Your signature authorizing such changes. HomeSphere will then correct the personal information in HomeSphere’s database and send a written confirmation to You.

If You wish to stop receiving email marketing communications from HomeSphere, please contact us at the email address listed below or through any “opt-out” link we provide in an email we send to You. If You opt out, we may still send You non-promotional communications, such as those about Your account or to facilitate Incentive Programs.

Some web browsers and devices permit You to broadcast a preference that You not be “tracked” online. HomeSphere does not modify Your experience based upon whether such a signal is broadcast.

9. MISCELLANEOUS.

Other Websites. The Sites may contain links to websites, content, or services owned or operated by third parties. Please note, we have no control over the privacy practices of websites or services that we do not own. This Privacy Policy does not apply to websites or applications offered by other third party companies or individuals, including third party products and services, that may be displayed on the Sites. HomeSphere encourages You to read the privacy policy of any third party website or applications before transmitting information to such third party.

Separate Agreements. If You enter into a separate contractual relationship with HomeSphere which requires, or contemplates, collecting, using, or sharing personal information in a manner that is different than that which is described in this Privacy Policy, the terms of that agreement will apply.

Your California Privacy Rights. Under California Civil Code sections 1798.83-1798.84, California residents are entitled to ask us for a notice describing what categories of personal information HomeSphere shares with third parties or corporate affiliates for those third parties or corporate affiliates’ direct marketing purposes. That notice will identify the categories of personal information shared and will include a list of the third parties and affiliates with which it was shared, along with their names and addresses. If You are a California resident and would like a copy of this notice, please submit a written request to us at the address listed below.

10. CHANGES TO THIS PRIVACY POLICY. HomeSphere reserves the right, at any time, to modify this Privacy Policy. If HomeSphere makes revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy. You should review this Privacy Policy periodically so that You keep up to date on our most current policies and practices. We will note the effective date of the latest version of our Privacy Policy at the end of

this Privacy Policy. To the extent that our Privacy Policy changes in a material way, the Privacy Policy that was in place at the time that You submitted personal information to us will generally govern that information unless we receive Your consent (express or implied) to the new Privacy Policy where and as required by applicable law.

11. COMMUNICATIONS. If You have any additional questions or concerns about this Privacy Policy or any other privacy or security issue, please contact HomeSphere at:

HomeSphere LLC
Attn: HomeSphere Privacy Officer
14142 Denver West Parkway, Suite 255
Lakewood, CO 80401
privacy@homesphere.com

If HomeSphere needs, or is required, to contact You concerning any event that involves personal information about You, we may do so by email, telephone, or mail.

Effective Date: January 01, 2024

Last Updated: March 26, 2024