

Privacy Policy

We at Placemaker Properties share your concerns about maintaining the privacy of personal information. The following Privacy Policy is intended to explain our information gathering and dissemination practices in connection with the <https://thevivere.com> web site (the “Site”).

Please note that this Privacy Policy does not apply to any information you may disclose publicly in any chat rooms, message boards, or similar web pages. You should keep in mind that whenever you publicly disclose information about yourself online for example, via message boards or chat rooms that information could be collected and used by people whom you do not know. In addition, certain message boards and similar user forums may display IP addresses along with the message poster’s name and message. Placemaker Properties bears no responsibility for any action or policies of any third parties who collect any information users may disclose on the message boards, chat areas or other user forums, if any, on the Site.

1. Collection of Personal Information from Site Users. As a real estate development and leasing company, we may collect from you through the Site a variety of personal information in connection with your prospective property rental. Such personal information might include your name, address, e-mail address, telephone number and other contact information, information about your living preferences and any other information that you otherwise provide to us. Placemaker Properties does not wish to collect any sensitive personal information unless it is legally required to do so. “Sensitive” personal information would include information related to race or ethnic origin, age, political, religious or similar beliefs, trade union membership, health or medical conditions, sexual lifestyle and criminal record. If you choose to provide such sensitive personal information to us, you consent to our use of that information in the manner described in this Privacy Policy or as otherwise described by us to you.

Placemaker Properties also does not intend to collect Identifying Information from users of the Site to respond to expressions of interest regarding our properties. “Identifying Information” is defined as a user’s first name and last name, or first initial and last name, combined with one or more of: (i) a Social Security number, (ii) a drivers license or state-issued identification number, or (iii) a financial account or debit or credit card number. Should Placemaker Properties be required to collect such Identifying Information, it will collect and store such information in compliance with the encryption and security requirements of the Commonwealth of Massachusetts’ Standards for the Protection of Personal Information of Residents of the Commonwealth, 201 C.M.R. 17.00.

We may also collect and/or track your home server domain name, IP address, e-mail address, type of computer, type of Web browser, and aggregate and user-specific information on which pages you access. We may also place Internet “cookies” on your hard drive. Internet cookies save data about individual users, such as the user’s name, password, user-name, screen preferences, and the pages of a site viewed by the user. When the user revisits the Site, we may recognize the user by the Internet cookie and customize the user’s experience accordingly. We do not and will not use cookies or any other technology to track or report on user activity when they are not on the Site. You may decline Internet cookies, if any, by using the appropriate feature of your web client software, if available. However, declining to use cookies may impede the ability of the web site to function properly.

Some web pages of the Site may use web beacons in conjunction with cookies to compile aggregate statistics about web site usage. A web beacon is an electronic image, called an action tag, single pixel (1×1), or clear GIF. Web beacons can recognize certain types of anonymous information (non-personally identifiable information) on a visitor’s computer, such as a visitor’s cookie number, time and date of a page view, and a description of the page where the web beacon is placed. You have the option to render some web beacons unusable by rejecting their associated cookies.

Enabling or declining cookies and web beacons is within your sole discretion. Placemaker Properties accepts no responsibility for your decision to enable or decline cookies and web beacons through your web client software.

2. Use of Personal Data Collected. We primarily use the personal information that we collect from you in order to respond to your expressions of interest regarding our property. We may also use the information that we collect from you for internal purposes, namely, for administering the Site, developing and improving our services, personalizing the Site for you, analyzing trends, calculating overall usage statistics, and for feedback and content improvement. Occasionally, we may contact you to advise you of properties that we think may be of interest to you, or in connection with any other services we provide. We may also advise you about new properties or enhancements to current ones.

3. Sharing of Information. Except as necessary to respond to your expressions of interest, we will not disclose to third parties any individually identifying information, such as names, postal and e-mail addresses, telephone numbers, and other personal information which you voluntarily provide to us, except to the extent necessary to respond to your specific request, comply with applicable laws, court orders or other valid legal processes, or to protect the rights or property of Placemaker Properties, or to any successor to Placemaker Properties business or any acquirer of Placemaker Properties principal assets.

4. **Security Measures.** We have implemented reasonable technical and administrative security features to prevent the loss, alteration, misuse, and unauthorized disclosure of and access to personal information. Please note, however, that while we have endeavored to create a secure and reliable web site for our users, the confidentiality of any communication or material transmitted to/from us via the Site or e-mail cannot be guaranteed. Accordingly, we are not responsible for the security of information transmitted via the Internet. Actual or attempted unauthorized use of the Site may result in criminal and/or civil prosecution. We reserve the right to view, monitor, and record activity on the Site without notice or permission from you. Any information obtained by monitoring, reviewing, or recording is subject to review by law enforcement organizations in connection with investigation or prosecution of possible criminal activity, including, but not limited to, personally identifiable information.

5. **Placemaker Properties Right to Contact You.** We reserve the right to contact you regarding your web site activity, changes to this Privacy Policy or any other relevant policies or agreements.

6. **Collection of Personal Data from Children.** This Site is not directed to children under the age of 13, we do not knowingly collect any personal information from children under 13 years of age, and no one under the age of 13 should submit any personal information to Placemaker Properties or the Site. If we discover that a child under the age of 13 has provided the Site with personal information, we will use commercially reasonable efforts to delete that child's personal information from all of Placemaker Properties systems.

7. **Contacting Us.** If you have any questions regarding this Privacy Policy, you may contact us as follows:

8. Portions of this Site may be hosted in the United States by a third-party hosting company (the "Host"). To our knowledge, the Host has implemented generally accepted standards of technology and operational security in order to protect your personal information from loss, misuse, alteration, or destruction. Only authorized personnel are provided access to personal information, and these employees are required to treat this information as confidential. If the Host is required to store Identifying Information, Placemaker Properties has determined, and the Host has certified, that the Host has a written security policy that complies with the Commonwealth of Massachusetts' Standards for the Protection of Personal Information of Residents of the Commonwealth. Despite these precautions, however, Placemaker Properties cannot guarantee that unauthorized persons will not obtain access to your personal information.

9. Links to Other Web Sites. This Site may contain links to other Internet web sites. We do not control and shall not be responsible for the collection of personal information by third party web sites or web sites not controlled or authorized by Placemaker Properties. Third party web sites that are accessed through links on our web sites have separate privacy practices. We have no responsibility or liability for the practices and policies implemented by third parties on their web sites. You may contact them directly to ask questions about their privacy practices and policies, or view their privacy policies, if available, online. If you enter or choose to leave our web site via links to other non-Placemaker Properties sites (including those of our advertisers, content providers, vendors, affiliates and partners), your visits to those sites are not covered by this Privacy Policy.

10. Foreign Visitors. This Site is hosted on our computer servers in the United States. If you reside in a country outside of the United States, by using this Site and submitting any personal information to us, you expressly consent to the transfer of personal information to the United States, which may have different privacy laws than those in the country where you reside.

11. Effective Date and Changes to Privacy Policy. The foregoing Privacy Policy is effective as of March 8, 2010. We reserve the right to change this Privacy Policy at any time by providing reasonable notice to you of the existence and location of the new or revised Privacy Policy. Your continued use of the Site after notice of a change shall constitute your acceptance of any such changes to this Privacy Policy.