

## Privacy Policy

Rila Inc. and its affiliates (“Rila,” “we,” “our,” and/or “us”) value the privacy of individuals who use our Rila application, websites, and related services (collectively, our “Services”). This privacy policy (the “Privacy Policy”) explains how we collect, use, and share information from users of our Services (“Users”). It applies to all users of our Services, including potential property buyers, sellers, and real estate agents. By using our Services, you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our Terms of Service <https://content.rila.io/termsandconditions.pdf>.

### **Information We Collect**

We may collect a variety of information from or about you or your devices from various sources, as described below.

#### **A. Information You Provide to Us.**

**Registration and Profile Information.** When you sign up for a Rila account, we may collect your name, email address, phone number, a username, an image for your profile (an “avatar”), and your real estate license number, if applicable.

**Listings, Posts, Images, Videos, and Information Relating to Properties.** We may collect property listing details, posts, images, videos, and other content and information that you choose to provide.

**Location Information.** You may choose to provide location or address information of a property or listing, or provide content that includes such information, such as a photo or other file that includes metadata with the location where the photo or file was created.

**Communications.** If you contact us directly, we may receive additional information about you. For example, when you contact our customer support team or request to receive updates about our product launches, we may receive your name, email address, phone number, the contents of a message or attachments that you may send to us, and other information you choose to provide.

**Careers.** If you decide that you wish to apply for a job with us, you may submit you contact information and your resume online. We will collect the information you choose to provide on your resume, such as your education and employment experience.

#### **B. Information We Collect When You Use Our Services.**

**Location Information.** We may collect the precise location of your mobile device when our app is running in the foreground or background. We use your location information to tailor the content to your geographic area and to associate the content you provide, such as pictures and listing details, with a specific address or location. For example, when you post pictures to the service, we may use your precise location to associate the pictures with the address for a specific, nearby property listing. We also infer your general location information, for example by using your internet protocol (IP) address.

**Device Information.** We receive information about the device and software you use to access our Services, including IP address, web browser type, operating system version, phone carrier and manufacturer, application installations, device identifiers, mobile advertising identifiers, and push notification tokens.

**Usage Information.** To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, like the pages or other content you view, the searches you conduct, locations and listings you follow, any content you post, and the dates and times of your visits.

**Information from Cookies and Similar Technologies.** We and third party partners collect information using cookies, pixel tags, or similar technologies. Our third party partners, such as analytics and advertising partners, may use these technologies to collect information about your online activities over time and across different services. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our Services.

Please review your web browser's "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete or choose not to accept cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential.

### **How We Use the Information We Collect**

We use the information we collect:

- To provide, maintain, improve, and enhance our Services;
- To personalize your experience on our Services such as by providing tailored content and recommendations;

- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our Terms of Service or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- For other purposes for which we provide specific notice at the time the information is collected.

### **How We Share the Information We Collect**

**Vendors and Service Providers.** We may share any information we receive with vendors and service providers retained in connection with the provision of our Services. We share location information and usage data with our service provider, Mapbox, in order to provide you with tailored recommendations.

**User Content.** Our Services are social in nature, allowing you to review content posted by others and post content yourself. In addition to the content you post, such as pictures, your username, avatar, and public profile content will also be accessible to other Users on the Service. If you are a real estate agent, your contact information, including your name, phone number, and email address will be publicly displayed alongside property listing that you post or contribute to. We are not responsible for the other Users' use of available information, so you should carefully consider whether and what to post or how you identify yourself on the Services.

### **Analytics Partners.**

We use analytics services such as Google Analytics to collect and process certain analytics data. These services may also collect information about your use of other websites, apps, and online resources. You can learn about Google's practices by going to <https://www.google.com/policies/privacy/partners/>, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**Advertising Partners.** We work with third party advertising partners to show you ads that we think may interest you. Some of our advertising partners are members of the Network Advertising Initiative (<http://optout.networkadvertising.org/?c=1#!/>) or the Digital Advertising Alliance (<http://optout.aboutads.info/?c=2&lang=EN>). If you do not wish to receive personalized ads, please visit their opt-out pages to learn about how you may opt out of receiving web-based personalized ads from

member companies. You can access any settings offered by your mobile operating system to limit ad tracking, or you can install the AppChoices mobile app to learn more about how you may opt out of personalized ads in mobile apps.

**As Required By Law and Similar Disclosures.** We may access, preserve, and disclose your information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your information may occur if you post any objectionable content on or through the Services.

**Merger, Sale, or Other Asset Transfers.** We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable information was collected.

**Consent.** We may also disclose your information with your permission.

## **Your Choices**

**Location Information.** You can prevent your device from sharing precise location information at any time through your device's operating system settings. However, location is core to our Services and without it, you may not be able to successfully use our Services.

**Sharing Preferences.** Content you post through the Services will always be publicly available to others. You may edit certain information, such as the contents of your profile, and you may delete your account. If you delete your account, the content you added, such as pictures and listings, will remain posted and available to others, but your profile information will be deleted.

**Marketing Communications.** You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt-out of receiving promotional messages from us, you will continue to receive administrative messages from us.

## **Third Parties**

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third party services or any information

you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

### **Security**

We make reasonable efforts to protect your information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, as our Services are hosted electronically, we can make no guarantees as to the security or privacy of your information.

### **Children's Privacy**

We do not knowingly collect, maintain, or use personal information from children under 13 years of age, and no part of our Services are directed to children. If you learn that a child has provided us with personal information in violation of this Privacy Policy, then you may alert us at

support@rila.io.

### **International Visitors**

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

### **Update Your Information or Pose a Question**

You can update your account and profile information or close your account through settings within the Services. If you have questions about your privacy on the Services or this privacy policy, please contact us at support@rila.io.

### **Changes to this Privacy Policy**

We will post any adjustments to the Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or share personal information previously collected from you through the Services, we will notify you through the Services, by email, or other communication.

### **Contact Information**

If you have any questions, comments, or concerns about our processing activities, please email us at [support@rila.io](mailto:support@rila.io) or write to us at 16133 Ventura Blvd #520 Encino, CA 91436.

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