

REX California Resident Privacy Notice

This California Resident Privacy Notice supplements the information and disclosures contained in our [Privacy Policy](#). It applies to individuals residing in California from whom we collect Personal Information as a business under California law.

Personal Information Collection, Disclosure, and Sale

For the purposes of this notice, **Personal Information** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household, or as otherwise defined by the California Consumer Privacy Act of 2018 (California Civil Code §§ 1798.100 to 1798.199) and its implementing regulations, as amended or superseded from time to time (“**CCPA**”).

Personal Information does not include information that is:

- Lawfully made available from government records.
- Deidentified or aggregated.
- Otherwise excluded from the scope of the CCPA, which includes information covered by sector-specific privacy laws such as the Gramm-Leach-Bliley Act and California Financial Information Privacy Act.

The chart below provides the categories of Personal Information (as defined by the CCPA) we have collected, disclosed for a business purpose, sold, or used for business or commercial purposes in the preceding twelve months since this notice was last updated. The examples of Personal Information may not reflect all of the specific types of Personal Information associated with each category.

Category	We Collect	We Disclose	We Sell
A. Identifiers <i>Examples:</i> Name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.	Yes	Yes	Yes
B. Categories of Personal Information in Cal. Civ. Code Section 1798.80(e) <i>Examples:</i> Name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.	Yes	Yes	No
C. Characteristics of Protected Classifications under California or Federal Law	No	N/A	N/A

<p><i>Examples:</i> Race or color, ancestry or national origin, religion or creed, age (over 40), mental or physical disability, sex (including gender and pregnancy, childbirth, breastfeeding or related medical conditions), sexual orientation, gender identity or expression, medical condition, genetic information, marital status, military and veteran status.</p>			
<p>D. Commercial Information</p> <p><i>Examples:</i> Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	Yes	Yes	Yes
<p>E. Biometric Information</p> <p><i>Examples:</i> Physiological, biological, or behavioral characteristics, including DNA, that can be used, singly or in combination with each other or with other identifying data, to establish individual identity, such as imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.</p>	No	N/A	N/A
<p>F. Internet or Other Electronic Network Activity Information</p> <p><i>Examples:</i> Browsing history, search history, and information regarding a consumer's interaction with an internet website, application or advertisement.</p>	Yes	Yes	Yes
<p>G. Geolocation Data</p> <p><i>Example:</i> Precise physical location.</p>	Yes	Yes	No
<p>H. Sensory Information</p> <p><i>Examples:</i> Audio, electronic, visual, thermal, olfactory, or similar information.</p>	No	N/A	N/A
<p>I. Professional or employment-related information</p> <p><i>Examples:</i> Job application or resume information, past and current job history, and job performance information.</p>	No	N/A	N/A
<p>J. Non-Public Education Information (as defined in 20 U.S.C. 1232g; 34 C.F.R. Part 99)</p> <p><i>Examples:</i> Records that are directly related to a student maintained by an educational agency or institution or by</p>	No	N/A	N/A

a party acting for the agency or institution.			
K. Inferences Drawn from Personal Information <i>Examples:</i> Consumer profiles reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes	Yes	Yes

Use of Personal Information

We collect, use, and disclose your Personal Information in accordance with the purposes disclosed in our [Privacy Policy](#) and for the specific business and commercial purposes below:

1. **Providing Services:** Providing our services.
2. **Communicating:** Communicating with you, providing you with updates and other information relating to our services and products, providing information that you request, responding to comments and questions, and otherwise providing customer support.
3. **Connecting Third Party Services:** Facilitating the connection of third party services or applications.
4. **Marketing:** Marketing purposes, such as developing and providing promotional and advertising materials that may be useful, relevant, valuable or otherwise of interest to you.
5. **Personalization:** Personalizing your experience on our services such as presenting tailored content.
6. **Facilitating Payments:** Facilitating transactions, payments, billing and collection.
7. **Deidentification and Aggregation:** De-identifying and aggregating information collected through our services and using it for any lawful purpose.
8. **Safety Issues:** Responding to trust and safety issues that may arise, including protecting the rights, property, or safety of others.
9. **Compliance:** For compliance purposes, including enforcing our [Terms of Use](#) or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency, including to respond to any government or regulatory request.
10. **Auditing Interactions:** Auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
11. **Fraud and Incident Prevention:** Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
12. **Debugging:** Debugging to identify and repair errors that impair existing intended functionality.
13. **Transient Use:** Short-term, transient use.
14. **Contracting Vendors:** Contracting with service providers to perform services on our behalf or on their behalf, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing advertising or marketing services, providing analytic services, or providing similar services on our or their behalf.
15. **Research:** Undertaking internal research for technological development and

demonstration.

16. **Product Improvement:** Undertaking activities to verify or maintain the quality or safety of our services, and to improve, upgrade, or enhance our services, such as speeding up your searches and recognizing when you return to our services.
17. **Enabling Transactions:** Otherwise enabling or effecting, directly or indirectly, a commercial transaction.
18. **Notified Purpose:** For other purposes for which we provide specific notice at the time the information is collected.

Collection and Disclosure of Your Personal Information

In the preceding twelve months since this notice was last updated, we have collected Personal Information from the following categories of sources:

- A. **You/Your Devices:** You or your devices directly.
- B. **Users:** Other users of our services.
- C. **Affiliates:** Affiliates.
- D. **Advertisers:** Advertising networks.
- E. **ISPs:** Internet service providers.
- F. **OS/Platform Provider:** Operating systems and platforms.
- G. **Social Networks:** Social networks.
- H. **Resellers:** Consumer data brokers and consumer reporting agencies.
- I. **Partners:** Business partners, such as real estate sales agents and brokers, mortgage companies and lenders, title companies, contractors, bookkeepers and accountants, tax preparers, attorneys, notaries, homeowner associations, and insurance agents.
- J. **Public:** Publicly accessible sources.

Pursuant to our [Privacy Policy](#), we share your Personal Information with the following categories of third parties:

- I. **Advertisers:** Advertising networks.
- II. **ISPs:** Internet service providers.
- III. **Marketing Providers:** Third parties who market products or services on our behalf, on behalf of our affiliated companies, or to other financial institutions to whom we or our affiliated companies have joint marketing agreements.
- IV. **Analytics Providers:** Data analytics providers.
- V. **Government:** Government entities.
- VI. **OS/Platform Provider:** Operating systems and platforms.
- VII. **Social Networks:** Social networks.
- VIII. **Affiliates:** REX affiliated companies, which may include financial service providers, such as title insurers, property and casualty insurers, escrow companies, and trust and investment advisory companies, or companies involved in real estate services, such as real estate brokers and agents, appraisal companies and home warranty and home services companies.
- IX. **Business Partners:** Business partners who provide home improvement services, such as remodeling, repair, maintenance, painting, and moving services that may be useful, relevant, or otherwise of interest to you.
- X. **Vendors:** Vendors and service providers.
- XI. **Integrated Third Parties:** Third parties integrated into our services.
- XII. **Third Parties as Legally Required:** Third parties as required by law and similar disclosures.

- XIII. **Third Parties as Needed to Complete Your Transaction:** Financial and nonfinancial companies as needed to complete your transaction, such as escrow companies, title insurance and underwritten title companies, mortgage companies and lenders, insurance agents, homeowners associations, attorneys, bookkeepers and accountants, notaries, real estate agents and brokers, contractors, structural pest control operators, and others rendering services to you or the real property or business that is the subject of your transaction.
- XIV. **Third Parties with Consent:** Other third parties for whom we have obtained your permission to disclose your Personal Information.

Your California Privacy Rights

If you are a California resident, you may exercise the following rights.

Right to Know and Access. You may submit a verifiable request for information regarding the: (1) categories of Personal Information collected, sold, or disclosed by us; (2) purposes for which categories of Personal Information are collected or sold by us; (3) categories of sources from which we collect Personal Information; and (4) specific pieces of Personal Information we have collected about you during the past twelve months. [Click here to access your Personal Information.](#)

Right to Delete. Subject to certain exceptions, you may submit a verifiable request that we delete Personal Information about you that we have collected from you. [Click here to request deletion of your Personal Information.](#)

Verification. Requests for access to or deletion of Personal Information are subject to our ability to reasonably verify your identity in light of the information requested and pursuant to relevant CCPA requirements, limitations, and regulations. To verify your access or deletion request, please provide your current name, email address, mailing address, and phone number in your request and we will reach out to you to obtain additional information, if necessary.

Right to Opt Out. In some circumstances, you may opt out of the sale of your Personal Information. The CCPA defines “sale” very broadly to cover common industry practices, including providing you with a customized experience on our websites and lead sharing among business partners who can provide similar or complimentary services that may be useful, relevant, or of interest to users. In some circumstances, you may opt out of the sharing activities that meet the CCPA’s definition of “sale.” [Click here to opt out of the sale of your Personal Information.](#)

Right to Equal Service and Price. You have the right not to receive discriminatory treatment for the exercise of your CCPA privacy rights, subject to certain limitations.

Shine the Light. You may request information once per calendar year about our disclosures of certain categories of Personal Information to third parties for their direct marketing purposes. Such requests must be submitted to us in writing using the Contact Information section below.

Submit Requests. To exercise your rights under the CCPA, please use the links above, send an email or call us via our Contact Information section, or [visit our website.](#)

Authorizing an Agent: To authorize an agent to make a request to know or delete on your behalf, please send a written authorization signed by you and the authorized agent to us via the Contact Information section.

Do Not Track: Your browser may offer you a “Do Not Track” option, which allows you to signal to operators of websites and web applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities over time and across different websites. Our services do not support Do Not Track requests at this time, which means that we collect information about your online activity both while you are using the services and after you leave our services.

Contact Information

If you have any questions, comments, or concerns about our processing activities, or you would like to exercise your privacy rights please email us at hello@rexhomes.com, call us at (855) 342-4739 or write to us at:

Rex Real Estate Exchange, 3300 N Interstate Hwy 35 Suite 149, Austin, TX 78705

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