

Metro South Association of REALTORS®  
Privacy Policy

Metro South Association of REALTORS® (MSAR) is strongly committed to the protection and security of the information of our members, whose privacy and trust are paramount to our business. This policy is to advise all members of MSAR's practices regarding the information we collect from our members.

**What information We Collect:**

Our website, [www.msarboard.com](http://www.msarboard.com), is for general informational purposes, created for both public inquiry and member utilization. To gain access to members-only resources, members are given a login and password. Members-only resources include an individual membership account and mobile app, where members can manage most aspects of their membership.

We do not collect any personally identifiable information from members online unless they voluntarily create a profile or complete an online form. During our membership application process, we collect contact information such as name, business address, telephone number, email address, NRDS number, and other information that will help us to maintain your account in NAR's m1 Member Management System and MSAR's Association Management System.

In addition to the information members voluntarily submit, we may collect your IP (Internet Protocol) address to administer our site and best serve our members. When a web browser or email application requests a web page or email from another computer on the Internet, it automatically gives that computer the address where it should send the information. This is called the computer's "IP address." This address does not contain any personally identifiable information.

**How We Use the Information:**

MSAR will not sell, rent, or exchange any data collected through our website, membership applications, or other digital resources from our members except as provided in this policy. The National Association of REALTORS® (NAR) and Georgia Association of REALTORS® (GAR) have posted their own "privacy policies" and "terms of use" that can be found on their respective websites. Any policies created and maintained by GAR and NAR may differ from those of MSAR.

We will use your email address to contact you for association business, newsletters, updated information, surveys, promotions, or other association-related communications. We will use your phone number to contact you for urgent needs related to your membership. Phone contact may occur by phone call, and SMS only with prior consent.

Your contact and other information are available to other MSAR members via the "Member Directories" available on the membership-only resources. Affiliate contact

information is made available publicly on our website and is shared via any communication deemed appropriate for the benefit of each affiliate member's respective membership benefits. Each member is solely responsible for providing accurate and up-to-date contact information to MSAR when any changes are required. Updating your contact information with a state licensing entity or unaffiliated MLS system will not trigger an automatic update in MSAR's system. MSAR offers you the opportunity to correct, update, and amend information by logging into member-only resources and making changes within your profile. The member-only resources are administered by our membership database vendor, Growthzone. The vendor has their own "privacy policies" and "terms of use" that may differ from ours. If you prefer to make changes with a MSAR staff member, please feel free to notify us by email at [membership@msarboard.com](mailto:membership@msarboard.com) or call 770-477-7579, and we will make every effort to correct, update, or amend your information.

MSAR uses the REALTOR® Electronic Commerce Network in conjunction with our Association Management System when you make payments by credit card. Credit information that you and credit authorizers provide when you make payments by credit card for products, dues, fees, or services through these systems will be used only to process the transactions you requested. This information will be provided to and maintained by reputable credit reporting databases, but will never be sold, shared, or provided to other third parties. Your credit card statement may reflect the name "Realtor Association/MLS Chicago, IL" as the vendor, and this name will appear on any transactions processed by MSAR. MSAR does not retain, share, store, or use this personally identifiable information for any other purposes. Members have the option to save their credit/debit card information in their member-only resources for ease of making future payments. **Saving your card information within the Association Management System does not give MSAR access to the stored information, other than the ability to charge that saved payment profile upon your authorization.**

### **Membership Data Extract Requests (Bulk Membership Rosters)**

MSAR does not grant any member or external entity a complete list or roster of all MSAR members. MSAR leaders and committee members may, from time to time, use the entire roster and contact information of all members of the association for tasks related solely to the business of the association. This list will not be provided or sold to any third party entity or used for any recruiting purposes outside regular association business. Individual membership information is available for lookup within the member-only digital resources described herein. MSAR reserves the right to provide the contact information of any member(s) who registered for and/or attended a class or event to the sponsor of that class or event.

### **SMS Texting Service**

MSAR may utilize third-party software to communicate with our members via SMS message. Such SMS messages may be sent individually to members or in bulk. Members will also have the ability to respond to communicate with MSAR via SMS.

MSAR's goal is to use SMS messaging to communicate timely, relevant, and important informational communications related to membership on an as-needed basis. SMS messaging is intended to supplement, not replace, MSAR's primary email communications. MSAR does not use SMS messaging for third-party promotional purposes, and SMS consent is not shared with third parties.

### **SMS Texting Terms and Conditions**

Prior to receiving any SMS messages from MSAR, MSAR must first obtain your consent. By opting into a webform or texting START to 770-477-7579, you are providing express consent to receive SMS communications from Metro South Association of REALTORS®. This includes SMS messages for payment reminders, upcoming events, newsletters, billing notifications, and any other notifications related to your membership with MSAR. Messaging frequency may vary. Message and data rates may apply. To opt out any time, text STOP. Members may revoke SMS consent at any time using any reasonable method of communication, including replying STOP or contacting MSAR directly. For assistance, text HELP or call 770-477-7579. See privacy policy at [www.msarboard.com](http://www.msarboard.com). SMS messaging consent is not required for membership with MSAR.

### **Business and Privacy Issues with Links to Other Sites**

MSAR is not responsible for the availability of or the business and privacy practices of other websites which are linked from [www.msarboard.com](http://www.msarboard.com), MSAR's membership-only resources, or any social media account or platform managed by MSAR. We provide these links for information and service, but do not take responsibility for the contents, advertising, products, or other materials made available through any other website nor for their data collection practices. We refer you to their Privacy Statements and Policies to learn how they collect and use any information about you.

### **Privacy Policy Changes**

MSAR reserves the right to change or amend this Policy to address new issues of privacy and information security and to reflect changes to our digital resources or best practices. Any new change and/or amendments will be posted to [www.msarboard.com](http://www.msarboard.com).

If you have any questions about this Policy or the practices of maintaining MSAR's digital resources, please contact [membership@msarboard.com](mailto:membership@msarboard.com).