

## TITLEINSIGHT.COM PRIVACY POLICY

**Effective Date:** February 6, 2023

**Last Updated:** February 6, 2023

### **DISCLAIMER FOR CALIFORNIA USERS.**

Your privacy and rights under the California Consumer Privacy Act (CCPA) and the California Online Privacy Protection Act (CalOPPA) are important to us. We offer this document as a resource to view how we collect, manage, store, and use your Personal Information in the day-to-day running of our website. This Privacy Policy, intended for California residents, can be applied to all website users to disclose how we collect, manage, store, and use your Personal Information as defined under CIV 1798.140(v) of the California Consumer Privacy Act (CCPA).

### **1. WEBSITE**

The Privacy Policy ("Policy"), created on the effective date and last amended on date above applies to the website named TitleInsight (Website) located at [www.titleinsight.com](http://www.titleinsight.com) and maintained by TitleInsight Holdings LLC ("Company", "we", "our", "us"), a Delaware Limited Liability Company with agent offices at 6 Amandas Way Ocean View DE 19970.

Additional information and requests can be made via email at [privacy@titleinsight.com](mailto:privacy@titleinsight.com).

### **2. PERSONAL INFORMATION COLLECTED**

1.1 The Website may collect real names or alias, business postal addresses, business phone numbers or mobile phone numbers, third party business related websites URLs (such as LinkedIn and Facebook), e-mail addresses, account names, Identifiers related to business transactions, credit card numbers, debit card numbers or other financial information

1.2 Commercial information including records of services obtained, considered, provided or other purchasing or consuming histories or tendencies, Internet Protocol (IP) of addresses, referring web pages, browser used, date and time and web pages requested.

1.3 Internet and other similar network activity including Internet Protocol (IP) of addresses, referring web pages, browsers used, date and time and web page browsing history, search history, and information on a user's interaction with this or other websites and applications.

1.4 Geolocation data including physical location or movements. For example, city, state, country, and ZIP code associated with your IP address or derived through Wi-Fi triangulation; and, with permission in on your mobile device settings, and

precise geolocation information from GPS-based functionality on your mobile devices.

1.5 Professional or employment related Information including Authorized User's current employment and Authorized User's entered content.

Hereinafter known as "Personal Information."

### **3. SOURCES OF INFORMATION WE COLLECT**

1.1 Using the website we collect certain information from your activity on our website, starting when you first arrive and accessing it on an electronic device. We may collect your IP address, device ID, browser type, operating system, internet service provider, pages visited (including clicks and duration), and other related log information. For mobile phones, we may collect your device's GPS signal or other information about nearby Wi-Fi access points and cell towers.

1.2 Creating a User Profile or Account we may collect information directly from you or an agent authorized to act on your behalf. For example, if you, or someone acting on your behalf, provides your name and e-mail to create a profile or an account. We also collect information indirectly from you or your authorized agent. This can be done through information we collect from you while providing content, products, or services.

### **4. COOKIES POLICY**

Currently, our website uses cookies to provide you with the best experience possible. We, in addition to our service providers, affiliates, agents, or other parties in connection with the website, may deploy cookies, web beacons, local shared objects, and other tracking technologies for various purposes. Such shall be for business use, marketing purposes, fraud prevention, and to assist in the day-to-day operations of the website.

Cookies act as data that is communicated between a user's web browser and a website or application. They are stored on your device to help track their areas of interest, provide the best experience possible, and customize the content, products, services, offerings, and advertisements served on the website. Most web browsers adjust to your browser's settings to decline or delete cookies, but doing so may degrade the experience with our online services.

If you would like to know more about cookies and how they are used, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result. We may collect and use the following types of cookies.

1.1 Essential cookies that are technically necessary to provide website functionality. They act as a basic form of memory, used to store the preferences selected by a user on a given website or application. They are essential to browsing functionality and cannot be disabled by users. As an example, an essential cookie may be used to recognize a past user from having to log in each time they visit a new page in the same session.

1.2 Performance and function cookies are used to enhance the performance and functionality of a website but are not essential to its use. However, without these cookies, certain functions (like videos) may become unavailable.

1.3 1-Pixel Image including clear GIFs, pixel tags, or web beacons, which are generally 1-pixel, are transparent images located on a webpage or in an e-mail or other trackable source and may be used on our website in addition to any other communication offered by us. They are often used in connection with advertisements served to you that are interacted with, whether on our website or another online service and shared with us. This type of tracking is specifically meant to recognize users, assess traffic patterns, and measure site or campaign engagement.

1.4 Local Shared Objects, sometimes known as "flash cookies," may be stored on your device using a media player or other software. Flash cookies are similar to cookies in terms of their operation but may be managed in your browser in the same manner.

1.5 First (1<sup>st</sup>) party cookies are stored by a domain (website) you are visiting directly. They allow us to collect analytics data, remember preferred settings (e.g., language, currency, etc.), and perform related functions. Third (3<sup>rd</sup>) party cookies are created by domains other than those you are visiting directly, hence its name "third (3<sup>rd</sup>) party." They may be used for cross-tracking, retargeting, and ad-serving.

1.6 Advertising cookies are used to customize a user's ad experience on a website. When using data collected from cookies, it can prevent the same ad from appearing multiple times in the same session or that does not offer a pleasant experience. Advertising cookies may be used to serve a user with related services, products, or offerings that they may have shown a level of related interest in their past user history.

## **5. ADVERTISEMENTS**

Our website does not show advertisements to users. This includes affiliate ads or any products and services offered by 3rd parties.

## **6. HOW WE USE PERSONAL INFORMATION**

We may use or disclose your Personal Information for the following purposes:

1.1 Offerings to provide products, services, and offerings that serve the best-matched advertisements.

1.2 Obligations to carry out any obligations for paid products, services, offerings, or any obligations under our terms and conditions or terms of use.

1.3 To get feedback on website improvements and generally provide an overall better experience.

1.4 For testing, research, and analysis, of user behavior on the website.

1.5 Protection against fraud, safeguard data, and the general security of the website.

1.6 To detect security incidents, verify human users, and avoid being subject to malicious, deceptive, fraudulent, or illegal activity.

1.7 To respond to law enforcement requests as required by applicable law, court order, or governmental regulations.

1.8 As described for the intended purpose when collecting your personal information.

1.9 To evaluate or conduct a merger, divestiture, restructuring, reorganizing, dissolution, or outright sale, either wholly or partially, of our assets in which your Personal Information becomes a part of such sale.

Our usage of your Personal Information may change over time, and when such changes occur, we will update this Privacy Policy accordingly.

## **7. SELLING PERSONAL INFORMATION**

Our policy is that we **DO NOT** sell your personal information. If this should change, you will be notified and this Privacy Policy will be updated.

## **8. SHARING PERSONAL INFORMATION**

We disclose your Personal Information to 3<sup>rd</sup> parties for business purposes. The general categories of 3<sup>rd</sup> parties that we share with are as follows:

1.1 Our 3<sup>rd</sup> party service providers that, without their services, our website would not be able to function in its current manner;

1.2 Affiliated websites and businesses in an effort to bring you and our users improved services, products, and offerings;

1.3 Other companies, affiliate partners, and 3<sup>rd</sup> parties that help us advertise products, services, and offerings to you, other users, and potential new customers;

1.4 Third (3<sup>rd</sup>) parties to whom you, or an authorized agent on your behalf, authorized us to disclose your Personal Information;

1.5 Third (3<sup>rd</sup>) parties or affiliates in connection with a corporate transaction, such as a sale, consolidation, or merger of our financial institution or affiliated business; and

1.6 Other third (3<sup>rd</sup>) parties to comply with legal requirements or to disclose Personal Information to government authorities per the rule of law.

In the last 12 months, it is recognized that we have disclosed the aforementioned categories of Personal Information for business purposes.

## **9. RIGHT AND CHOICES**

This Section describes your rights and choices regarding how we collect, share, use, and protect your Personal Information, how to exercise those rights, and limits and exceptions to your rights and choices.

1.1 The rights and choices in this Section do not apply to you if the information being collected is:

- (i) aggregate user information,
- (ii) deidentified Personal Information, and
- (iii) publicly available information.

1.2 If the above exceptions do not apply, and you have not made this request more than twice in a 12-month period, you have the right to request that we disclose certain information to you about our collection and use of your Personal Information over the past 12 months from the date we receive your request. Once we receive and confirm your request on your behalf, we will disclose it to you or your representative:

- (i) the categories of Personal Information we collect,
- (ii) the categories of sources for the Personal Information we collect,
- (iii) our business or commercial purpose for collecting such Personal Information,
- (iv) the categories of third parties to whom disclosed the category of Personal Information for a business or commercial purpose,
- (v) the business or commercial purpose for which disclosed the category of Personal Information and
- (vi) the specific pieces of Personal Information we collected about you in a form that you can take with you (also called a "Data Portability Request").

1.3 You have the right to request that we delete any of your Personal Information that we collect from you and retain, subject to certain exceptions. Once we receive and verify your request, we will delete and direct our service providers to delete your Personal Information from our records unless an exception applies. We may deny your deletion request if retaining the Personal Information is necessary for us or our service providers to:

- (i) complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you,
- (ii) detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those for such activity,
- (iii) debug to identify and repair errors that impair existing intended functionality,
- (iv) exercise free speech, or exercise another right provided by law,
- (v) engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws when the businesses' deletion of the Personal Information is likely to render impossible or seriously impair the achievement of such research if you previously provided informed consent and
- (vi) enable solely internal and lawful uses of such Personal Information that are compatible with the context in which you provided it.

1.4 To exercise the access, data portability, deletion rights, or any other rights mentioned herein, a consumer or a consumer's authorized agent may submit a verifiable request to us by using the contact details mentioned herein.

1.5 You may only make a verifiable consumer request for access or data portability in relation to this Section. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information is related to you.

1.6 Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided via a verifiable consumer request to verify the requestor's identity or authority to make the request.

1.7 An authorized agent is any person or legal entity registered with the Secretary of State or similar office that you have authorized to act on your behalf.

If a request is made by an authorized agent acting on your behalf, we may require the following:

- (i) submission of evidence by you with your permission for the authorized agent to submit a verifiable request on your behalf,
- (ii) for you to directly acknowledge, via electronic communication, that the authorized agent is allowed to act on your behalf,
- (iii) require the authorized agent to verify their identity or
- (iv) for a power of attorney document to be submitted that is signed in accordance with state law.

We reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on your behalf and cannot verify their own identity to us.

1.8 As required under privacy laws, we agree to respond to any verifiable consumer request within 45 days of its receipt. If we require more time, with a maximum of 90 days, we will inform you, in writing, of the reason. Such notification will be by e-mail unless there is another preferred communication method provided.

If applicable, the response we provide will also explain the reasons we cannot comply with a request. For data portability requests, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the Personal Information from one entity to another entity without hindrance.

No fee will be charged to process or respond to your verifiable consumer request.

1.9 We do not discriminate against you for exercising any of your rights in this Privacy Policy and under applicable laws. Unless permitted by law, we will not:

- (i) deny you services,
- (ii) charge you different prices or rates for services, and offerings, including through granting discounts or other benefits, imposing penalties or
- (iii) provide you with a different level of quality of goods or services.

## **10. CHANGES AND AMENDMENTS.**

We reserve the right to amend this Privacy Policy at our discretion and at any time. When we make changes to this Privacy Policy, we agree to notify you by e-mail or other preferred communication methods.

## **11. LINKING TO 3<sup>RD</sup> PARTIES**

We may provide links to 3<sup>rd</sup> party sources such as websites, applications, content, or software ("3<sup>rd</sup> Parties"). When you use a link online to visit 3<sup>rd</sup> Parties, you will be subject to their privacy policy and the jurisdiction of governing law. It is recommended to familiarize yourself with its terms and disclosures regarding your Personal Information. We are not responsible for the handling of your Personal Information when using, accessing, or visiting 3<sup>rd</sup> Parties.

## **12. SECURITY & PROTECTION**

We use reasonable physical, electronic, and procedural safeguards that comply with federal standards to protect and limit access to Personal Information. This includes device safeguards used in accordance with industry standards.

It is understood by you that the Personal Information you submit to us electronically may not be secure when it is transmitted to us. Specifically, we recommend that you do not use unsecured or public channels to communicate sensitive or confidential information.

## **13. CONTACT**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Information, your choices, or your rights regarding such use, or wish to exercise your rights, please do not hesitate to contact us by using the details mentioned in this Privacy Policy.