

Privacy Policy

Maddox Retail (“Maddox Retail”) respects your privacy. This privacy policy (“Privacy Policy”) is effective as of June 1, 2015 and describes the types of information collected on and through our website www.maddoxretail.com (the “Website”) and our practices regarding the collection, storage, use and disclosure of such information. The words “we” and “our”, as used in this Privacy Policy, may include our business partners and/or our third party service providers, particularly with respect to the collection, use and storage of information.

This Privacy Policy is incorporated into and is part of the Terms of Use for the Website, which govern your use of the Website in general. By visiting the Website, registering through the Website and/or providing any personal information through the Website, you accept the terms described in this Privacy Policy and agree to be bound by our Terms of Use.

This Privacy Policy was last updated June 2015. Maddox Retail reserves the right to change or modify this Privacy Policy at any time in our sole discretion. Such changes may include adaptations to accommodate new technologies, practices and client needs. Any such change will be effective immediately upon the posting of such change on this page. Your continued use of the website after such change is made constitutes acceptance of the Privacy Policy as modified. Please check back periodically for further updates and changes.

Please be advised that the practices described in this Privacy Policy apply only to information gathered through the Website, and do not necessarily reflect our practices with respect to information gathered in person or through other off-line means.

This Website is intended for users who are at least eighteen (18) years of age and who are located in the United States. The Website is hosted and operated in the United States pursuant to United States law, and the servers that make the Website available and store information collected on or through the Website are located in the United States.

THE TYPES OF INFORMATION WE COLLECT

We collect and store information that you submit on or through the Website, and also collect and store certain information automatically upon your access and use of the Website. Information collected on or through the Website may be collected by Maddox Retail, by third party service providers and/or our business partners that assist in fulfilling your requests or help the Website function.

Personal Information: For purposes of this Privacy Policy, “Personal Information” is defined as personally identifiable information about an individual person and includes but is not limited to a person’s name, physical address, zip code, email address, and telephone, wireless and fax numbers, as more particularly described under applicable U.S. privacy laws.

You may use portions of the Website without providing any Personal Information. However, if you wish to take advantage of the full capabilities of and services offered through the Website, you will be required to provide certain Personal Information. For example, you must submit certain Personal Information in order to register through the Website and/or join our mailing list. The Personal Information you submit may include your name, company name, home and business address, zip code, contact information (e.g., email address, text/sms/instant message address, and telephone/wireless/fax numbers) and/or other information that may identify you as an individual or allow online or offline contact with you as an individual. You may also have the opportunity to submit other information including information regarding your preferences and interests regarding properties and the services we provide. We may collect personally identifiable information about your online activities over time and across different websites as a result of accessing this Website.

If you provide Personal Information to us, including Personal Information about individuals other than yourself, you represent and warrant that: (i) you are at least eighteen (18) years of age; (ii) you have the authority to provide that Personal Information and to grant us the right to use that Personal Information consistently with this Privacy Policy; (iii) you have provided that Personal Information voluntarily; and (iv) you consent to the use of that Personal Information in the manner indicated by this Privacy Policy. If you provide a third party's Personal Information to us, you represent and warrant that such third party is at least eighteen (18) years of age and that you have the consent of that third party to provide to us.

If you provide us with a wireless number or email address, you agree to receive electronic messages from us at such number or address (unless and until you have elected not to receive such messages by clicking on an opt-out link within the message). You understand that your wireless carrier's standard rates apply to these messages. You represent that you are the owner or authorized user of the wireless device on which messages will be received, and that you are authorized to approve the applicable charges.

Aggregate and Automatically Collected Information: We may collect and store certain other non-personally identifiable information automatically whenever you interact with the Website. For example, we may collect your Internet Protocol (IP) address, browser information and reference site domain name when you visit the Website. We may also automatically collect aggregate information when you use or register through our Website. Aggregate information is non-personally identifiable/anonymous information about you, such as age, gender, types of properties or services that interest you, pages you access most frequently or search terms you enter. Aggregate information is used in a collective manner, and no single person can be identified by that compiled information. For example, the number of people registering through our Website who are 25 years of age is aggregate information that does not personally identify a specific user.

Information Collected From Cookies and Related Technologies: Like many other websites, we may collect information regarding customer traffic patterns and site usage by using cookies (including first and third party cookies), web beacons (also called pixel tags, Internet tags and clear GIFs), audience management tags and related tracking technologies. A "cookie" is a small text file that a website sends through the browser to a user's hard drive for data storage.

The information collected by cookies and related technologies may include technical information about your computer and information about your browsing behavior. Such information may include your computer's Internet protocol address, your operating system, your browser type, your date and time of your visit, the pages you view and features you use, the searches you conduct and queries you make, the links you click, the purchases you make, the advertisements or banners you click on in order to access the Website, the URL of sites or pages you link to from the Website, the URL of sites or pages you come from when accessing the Website, and the third party websites you have visited or visit later. Information about your online activities may be collected over time and across different websites as a result of accessing this Website.

Most browsers accept cookies automatically, however, most can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on our computer, your Flash player can be set to reject or delete Flash cookies. By disabling or otherwise rejecting cookies, you may not be able to take full advantage of all offerings on this Website. We recommend that you leave cookies "turned on" in order to fully take advantage of the Website.

Information Collected From Click-Through Links: Some of our email or other electronic communications to you may include a "click-through URL" linked to a particular page on the Website. By clicking on one of the URLs, you will automatically enter our Website and we may collect information related to the "click-through". You may avoid having this information collected by not clicking on URL links in our electronic communications.

HOW YOUR INFORMATION IS USED

The Personal Information you provide to us through this Website may be used to send you newsletters, announcements and other communications via the email address or other contact information you provide us. We may use the Personal Information and other information you submit to provide customer service, to keep you informed of our latest news, services and promotional offers, and to contact you about property information, special offers and new Website features. If you opt-in to any of our email or mailing lists and later decide that you no longer wish to receive newsletters or promotional communications from us, you may unsubscribe at any time by following the instructions contained in the communication we sent you.

Aggregate information and information automatically collected through your use of the Website may be used to analyze and improve this Website, gauge the effectiveness of our email communications and your level of interest in particular areas and to provide our clients with an optimal experience with our Website and services.

We may use the information gathered from cookies, web beacons, audience management tags, ad-serving technologies, and related technologies to analyze and understand how the Website is used, to enhance your visits to the Website, for web analytics, performance tracking and behavioral tracking, and to create and deliver use-tailored and targeted advertising and other information regarding properties, services or offers that may be of interest to you. For example, we may use cookies and related technologies to customize account pages for you, save your password so you do not have to provide it each time you visit the Website, track user visits and account features and determine what features and pages are most frequently requested or visited. We may also use cookies and related technologies for the purpose of Internet-Based Advertising; such technologies will help us predict which services, communications, advertisements and banners may be of most interest to you in the future and provide you with use-tailored or targeted communications and/or advertisements on this Website and/or on third party sites.

We, our third party service providers and our ad-serving vendors may store, analyze and utilize your information for the purpose of predicting which properties and services may be of most interest to you in the future and providing you with tailored communications regarding properties, services or offers that may be of interest to you. We may retain your Personal Information and other information as reasonably necessary to appropriately document our business activities and for archival and record retention purposes. We may on occasion combine information we received through this Website with information obtained from other sources and outside records to enable us to update and correct the information contained in our database and to provide recommendations and special offers that we think will interest you.

WITH WHOM YOUR INFORMATION MAY BE SHARED

We may share your Personal Information and other information with certain third parties that perform services on our behalf, which services may include operating this Website, hosting this Website, Internet data hosting, providing the services you request through this Website, fraud protection and credit risk reduction, service customization, marketing and promotional material distribution, Website evaluation, data analysis, analysis of information for marketing purposes, and, where applicable, data cleansing.

We may share your Personal Information and other information with third party service providers, ad-serving vendors and advertising intermediaries for the purpose of collecting and analyzing information about you and your online activities over time and across different websites to better predict which services, communications, advertisements and banners may be of most interest to you in the future and provide you with use-tailored communications and advertisements on this Website and on sites across the Internet. Such advertising intermediaries may include advertising networks, advertising exchanges, analytics providers, data brokers, re-targeters, re-marketers, market researchers and/or first-party ad serving vendors.

We may share aggregate statistics regarding user behavior as a measure of interest in, and use of, our Website and emails with third parties in the form of aggregate data, such as overall patterns or demographic reports that do not describe or identify any individual user.

Third parties with whom your information is shared are not authorized to use or disclose your Personal Information for any purpose other than to perform the services designated by us. Except with your consent or as described in this Privacy Policy, we do not sell, rent or share with third parties any Personal Information that you provide to us on or through this Website. Any above-referenced third party's data collection and data handling practices are defined by the third party and not by Maddox Retail. We make no representations or warranties about any third party websites.

We may disclose user information to government authorities, and to other third parties when compelled to do so by government authorities, at our discretion, or otherwise as required by law in our good faith belief, including but not limited to in response to court orders and subpoenas and as otherwise required in connection with a judicial or government proceeding or legal process. We also may disclose user information when we have reason to believe that someone is causing injury to or interference with our rights or property, other users of the Website, or anyone else that could be harmed by such activities or to verify or enforce compliance with the terms of use and policies that govern our Website or as otherwise required or permitted by law or where we believe it is necessary to investigate or address unlawful acts or acts that may endanger the health or safety of a client or the general public. Maddox Retail cooperates with law enforcement inquiries and other third parties to enforce laws, intellectual property rights and other rights.

The Personal Information you provide to use may be transferred as an asset in connection with a merger or sale involving all or part of Maddox Retail or as part of a corporate reorganization, stock sale or other change of control. In addition, may share your Personal Information with other entities affiliated with or related to Maddox Retail for their own marketing purposes without your permission.

CHILDREN AND PRIVACY

This Website is a general audience website and is not intended for use by children. We will never knowingly request personally identifiable information from anyone under the age of 18 without prior verifiable parental consent when legally required. If you are under the age of 18 you should not provide any Personal Information to us and you should use this Website only with the involvement of a parent or guardian. If you are a parent or guardian of a child under the age of 18 and suspect he/she has provided Personal Information on or through this Website, please contact us as set forth below. If we become aware that a customer is under the age of 18 and has registered without the legally required prior verifiable parental consent, we will remove his or her personally identifiable registration information from our files.

A person under 18 who is a "registered user" of the Website and has posted non-anonymized content to the Website may remove such content by contacting us (directly or through a parent or guardian) with such request as set forth below. Please note that such removal does not ensure complete or comprehensive removal of the content or information.

STEPS WE TAKE TO KEEP PERSONAL INFORMATION SECURE

The security of your information is important to us. The Website employs various technical and security measures designed to help protect the Personal Information we collect about you. We have instituted security procedures and measures to protect our servers and networks that store Personal Information. Maddox Retail will take reasonable steps to protect the security and integrity of all Personal Information provided to this Website; however, no transmission of data over the Internet is guaranteed to be completely secure due to the inherent nature of the Internet, and we cannot guarantee that information, during transmission through the Internet or while stored on our system or otherwise in our care, will be absolutely safe from intrusion by others. It may be possible for third parties not under the control of Maddox Retail to intercept or access transmissions or private communications unlawfully. While we strive to protect your personal information, Maddox Retail cannot ensure or warrant the security of any information you transmit to us. Any such transmission is done at your own risk, and we will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

In the unlikely event that we believe that the security of your Personal Information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your email address, we may notify you by email. You consent to our use of email as a means of such notification.

In order to help protect Personal Information you provide to us, you should (i) not share your password or account information with others, (ii) use a secure web browser, and (iii) change your password frequently. If you wish to cancel a password, or if you become aware of any loss, theft or unauthorized use of a password, please contact us as set forth below.

REVIEWING AND MODIFYING YOUR PERSONAL INFORMATION

You may review the Personal Information we have on file for you by contacting us at Maddox Retail, Attn: Webmaster, 379 West Broadway, New York, NY 10012. You may provide us new or updated information at any time. We will endeavor to respond to your request to access, update or delete your Personal Information as soon as practicable. However, please note that our removal of such information does not ensure complete and comprehensive removal of the content or information from the Internet. Before we are able to provide you with any information, correct any inaccuracies, or delete any information, we may ask you to verify your identity and to provide other details to help us to respond to your request. We reserve the right to retain any Personal Information reasonably necessary to appropriately document our business activities and for archival and record retention purposes. We will store Personal Information for as long as reasonably necessary for the purposes described in this Privacy Policy.

OPTING-OUT OF PROMOTIONAL COMMUNICATIONS

You may sign up to receive information, announcements, newsletters and other promotional communications from us by joining our mailing or email list through this Website. By doing so, you consent to our use of the contact information you submit to provide you with such communications. If you provide us with your email address or other electronic contact information, you may unsubscribe at any time by clicking on the opt-out link within any such electronic communication. You may also contact us by email, phone or mail if you wish to withdraw your consent to us contacting you for promotional purposes: info@maddoxretail.com; (212) 804-8870; Maddox Retail, Attn: Webmaster, 379 West Broadway, New York, NY 10012.

Please note that even though you may opt-out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, business and communications with us. Also, a request to have us stop sharing your Personal Information with other entities for marketing purposes will only apply as of the date of your request, and we will not be responsible for any communications that you may receive from entities that received your Personal Information prior to such request. In these cases, you will need to contact that entity directly.

Although most browsers accept cookies automatically, most can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on our computer, your Flash player can be set to reject or delete Flash cookies.

CALIFORNIA DO NOT TRACK DISCLOSURES

Under circumstances, third parties may conduct online tracking on the Website and/or collect your Personal Information while you are visiting our Website. The Website, software services associated with the Website and third parties collecting information through the Website will—in some, but not all circumstances—endeavor to follow certain Do Not Track signals or similar mechanisms that provide consumers the ability to exercise choice regarding the collection of personally identifiable information about an individual consumer's online activities over time and across third party websites or online services.

In addition, certain online tools allow consumers to “opt-out” of certain Interest-Based Advertising. The following links will allow you to opt-out of Interest-Based Advertising by companies participating in these programs:

<http://www.networkadvertising.org/choices>

<http://www.aboutads.info/choices>

* * * * *

We reserve the right, in our sole discretion, to revise, change, modify, or update this Privacy Policy, or any other of our policies or practices, at any time, and will notify users of this by posting such changed or updated Privacy Policy on this page. Any changes or updates will be effective immediately upon posting to this Website.

The section headings used herein are for convenience only and shall not be given any legal import.

If you have any questions or comments concerning your privacy or this Privacy Policy, you may contact us at Maddox Retail, Attn: Webmaster, 379 West Broadway, New York, NY 10012.

Effective June 1, 2015.

© 2015 Maddox Retail. All rights reserved. MADDOX RETAIL™, GLOBAL RETAIL ADVISORS™ and various logos are trademarks of Maddox Retail