

# HOMESTATE

## PRIVACY NOTICE

**Effective Date: October 30, 2019**

At HomeState, maintaining the trust of our online users is of the utmost importance to us. We have developed this Notice of Privacy Practices (our "**Privacy Notice**") to show our commitment to fair information practices and the protection of our users' privacy, and to explain how we collect, use and share information about our users. This Privacy Notice applies to our company website, myhomestate.com, and to all other websites that are owned or operated by HomeState Hospitalities, LLC or its subsidiaries (referred to collectively herein as "**HomeState**" or "**us**" or "**we**") and that have this Privacy Notice posted (collectively, the "**Sites**").

This Privacy Notice does not apply to any third party websites that you may be able to access from the Sites, which may have data collection and use practices and policies that differ materially from those described in this Privacy Notice, nor does it apply to any services that may be offered by our business partners, where your personally identifiable information is collected by anyone other than HomeState.

### **NOTICE CONCERNING CHILDREN**

The Sites are not specifically directed at or intended for children under the age of 13. Therefore, HomeState does not knowingly collect personal information via the Sites from anyone under 13. Any user that believes that HomeState has in its database the personal information of a child under the age of 13 should contact us using the email or postal address set forth under "Contact Information" below, so that, if necessary, HomeState can have such information removed.

### **WHAT WE COLLECT**

We get information about you in a range of ways.

**Information You Give Us.** We may collect your name, postal address, email address, phone number, fax number, username, password, demographic information (such as your gender and occupation) as well as any other information you may elect to give to us directly in connection with your use of our Sites.

**Information We Get From Others.** We may get information about you from other sources. We may add this to information you have given to us via the Sites.

**Information Automatically Collected.** We may automatically log information about you and your computer. For example, when visiting a Site, we may log your computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site.

**Cookies.** We may log information using "cookies." Cookies are small data files stored on your computer or mobile device that relate to a website you have visited or used. We may use both session cookies (which are stored in temporary memory, are not retained after a browsing session ends, and do not collect information from a user's device) and persistent cookies (which remain in a browser's sub-folder after the user closes their browser, are activated again once the user visits the online location that created the particular cookie, and remain

for the duration period set within the cookie's file or until deleted) to provide you with a more personal and interactive experience on our Sites. Cookies may help make the Site more useful to you and to tailor the experience with us to meet your special interests and needs.

Promotions, advertisements or other third-party content displayed on the Sites may also contain cookies, and HomeState does not have access to or control over information collected by outside advertisers when a user clicks on any such promotions or advertisements.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

**Pixel Tags.** "Pixel Tags" are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, Pixel Tags are embedded invisibly on web pages. We may use Pixel Tags (also referred to as web beacons or clear GIFs), in connection with our services to, among other things, track the activities of users of our services, help us manage content, and compile statistics about usage of our services. We and our third-party service providers may also use Pixel Tags in HTML emails to our customers, to help us track email response rates, to identify when our emails are viewed, and to track whether our emails are forwarded.

**Do Not Track.** HomeState understands that some users may have enabled a "do not track" feature or other mechanism intended to provide consumers with a choice regarding the collection of their personally identifiable information; however, consistent with our rights under applicable law, our Sites do not support or respond to do-not-track requests or other signals sent from a web browser.

## **USE OF PERSONAL INFORMATION**

Where you have provided us with your personal information, we may use that information in the following ways:

- To operate, maintain, and improve our sites, products, and services;
- To respond to comments and questions and provide customer service;
- To send information including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- To communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners;
- To further develop your user profile (which may include information collected elsewhere), or to update other user information we may have about you;
- To protect, investigate, and deter against fraudulent, unauthorized, or illegal activity;
- To provide and deliver products and services in response to our customers' requests.

## **SHARING OF PERSONAL INFORMATION**

We may share personal information as follows:

- We may share personal information with your consent. For example, you may consent to our sharing of personal information with others for their own marketing uses. Those uses will be subject to their privacy policies.
- We may share personal information when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.
- We may share personal information for legal, protection, and safety purposes.
  - We may share information to comply with laws.
  - We may share information to respond to lawful requests and legal processes.
  - We may share information to protect the rights and property of HomeState Hospitalities, LLC, our agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.
  - We may share information in an emergency. This includes protecting the safety of our employees and agents, our customers, or any person.
- We may share information with those who need it to do work for us.

We may also share aggregated and/or anonymized data with others for their own uses.

## **LINKS**

Our Sites may include links to third-party websites. We are not responsible for the content or privacy practices of those other sites, which are governed by their own privacy policies and practices.

## **YOUR LEGAL RIGHTS OVER YOUR PERSONAL INFORMATION**

Where allowed under local law, you may have the right to submit a request for access to the data we hold about you. Further, HomeState will correct inaccurate or out-of-date information about you at your request or when we become aware of the error. You can request that your data be made available for you to download or other export as well. Finally, you may request that HomeState delete certain data we hold about you, except your data will not be deleted in the following situations:

- you have any open or ongoing matter with HomeState's customer service or technical support personnel; or
- retention is required by applicable law or for legal enforcement purposes.

To exercise these rights where allowed under your applicable local law, please contact us by email or postal mail using the information set forth under "Contact Information" below. HomeState will respond to your request within a reasonable timeframe in accordance with the applicable law.

*Your California Privacy Rights*

If you are a California resident, you may request a list of all third parties to which we have disclosed certain personal information during the preceding year for those third parties' direct marketing purposes. If you are a California resident and want to obtain such a list, please contact us by email or postal mail using the information set forth under "Contact Information" below. Please ensure that you include the statement "Your California Privacy Rights" in the body of your request, as well as your name, street address, city, state, and zip code.

## **INFORMATION CHOICES AND CHANGES**

Our marketing emails tell you how to "opt-out." If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and update your personal information.

As noted above, you can typically remove and reject cookies from our Sites with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, however, that may affect your ability to use the features of our Sites to their fullest potential.

**CONTACT INFORMATION.** We welcome your comments or questions about this Privacy Notice. You may also contact us at our address:

*HomeState Hospitalities, LLC*

5611 N Figueroa St, Suite 211

Los Angeles, CA 90042

## **CHANGES TO THIS PRIVACY NOTICE.**

We may revise this Privacy Notice from time to time — e.g., to keep up with changes in the law, or to reflect changes in how we are doing business — and so you should review this Privacy Notice periodically to make sure you are ok with our current privacy practices.

We will use commercially reasonable efforts to notify our users if we change this Privacy Notice. Also, the Sites will always include our most up-to-date Privacy Notice, and we include an effective date at the top of the Privacy Notice, so you can quickly see when we last updated it.