

## **HEROES HOME ADVANTAGE™ and SoldierOnTheMove.com™ PRIVACY POLICY**

### **Privacy Notice**

This Privacy Notice provides important information about your privacy in connection with your use of Heroes Home Advantage™ and SoldierOnTheMove.com™ websites. Please review it carefully. Your continued use of this website constitutes your agreement with this Privacy Notice and any subsequent updates.

Heroes Home Advantage™ and SoldierOnTheMove.com™ appreciates your use of our website and Realtor, Lender and Business Services. We do not sell, rent, trade or otherwise disclose personal information about our website visitors, except as described here. The Privacy Policy below describes the use of our Realtor, Lender and Business Services referral services.

At Heroes Home Advantage™ and SoldierOnTheMove.com™, we appreciate your use of our Realtor, Lender and Business Services, and our other related services (collectively known as the "Services," or, each individually, a "Service").

This is our privacy policy and we will comply with it, as well as applicable U.S. privacy laws, when we gather and use information from users of the Services. We encourage you to read this privacy policy to understand what we do with the information we collect from you. We are committed to complying with all applicable federal, state, and local privacy laws and regulations. We strive to provide an environment in which our employees, customers and partners trust us to handle personal information responsibly

### **Collection of Information**

When you use the Services, we collect a variety of information.

### **Information you provide**

When using the Services, you may provide information about yourself, such as name, address, phone number, and email address. This may occur, for example, when you register on Heroes Home Advantage™ and SoldierOnTheMove.com™ to correspond with a real estate agent via the Services, or complete other forms, such as a loan request or Partner information.

### **Usage and Disclosure**

In general, Heroes Home Advantage™ and SoldierOnTheMove.com™ uses the information collected from you to communicate with you and operate our Services. Heroes Home Advantage™ and SoldierOnTheMove.com™ also uses this information to respond to your requests and present you with Realtor, Lender and Business Partners' information to better assist you.

Your privacy is important and we are committed to protecting information that identifies you personally, where you have chosen to keep it private ("Personal Information"). We will only share Personal Information that you provide outside the public areas of the Services in the following circumstances:

## **Consent**

Consent. You direct Heroes Home Advantage™ and SoldierOnTheMove.com™ to share your Personal Information. For example, if you choose to contact a real estate agent or lender through the Services, your name and email address will appear to the recipient of the message.

## **Partners with whom we conduct business**

Service providers to Heroes Home Advantage™ and SoldierOnTheMove.com™. When Heroes Home Advantage™ hires a service provider to help operate the Services or our business, Heroes Home Advantage™ may allow the service provider access to your Personal Information only to the extent necessary to perform the service for Heroes Home Advantage™, and subject to the terms of this privacy policy.

## **Legal obligation or protection from harm**

Access to your Personal Information by third parties may be required when Heroes Home Advantage™ and SoldierOnTheMove.com™ has a good faith belief that access, use, preservation or disclosure of the Personal Information is reasonably necessary to (a) satisfy any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Heroes Home Advantage, its users, or the public against harm. When you provide public information without identifying yourself, we will protect your personal identity as described above. If your account profile does not identify you personally, Heroes Home Advantage™ and SoldierOnTheMove.com™ won't reveal your identity to third parties except in accordance with this policy.

## **Information We Share**

We may share the information you provide with companies that are affiliated with Heroes Home Advantage™ and SoldierOnTheMove.com™ . We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to try to ensure that the transferee uses personal information you have provided through this website in a manner that is consistent with this privacy notice.

## **Email Management**

You may receive email from Heroes Home Advantage™ and SoldierOnTheMove.com™ for a variety of reasons - for example, if you requested more information, signed up for our mailing list, or asked to join Heroes Home Advantage™. We respect your desire to manage email correspondence. Please note that, you may unsubscribe at any time by emailing [support@heroeshomeadvantage.com](mailto:support@heroeshomeadvantage.com).

## **Opting Out of Collection of Information by Third Parties**

Advertisers of Heroes Home Advantage™ and SoldierOnTheMove.com™ are subject to their own privacy policies and are not covered by our privacy policy. The advertisers offer some centralized opt-out tools; otherwise you must visit each provider's website individually and opt out.

## **Third-Party Websites**

Throughout the Services, we may link to the websites of other companies and/or individuals. Further, certain functionalities on Heroes Home Advantage™ and SoldierOnTheMove.com™ may involve the distribution of your information to third-party websites. These third-party websites may collect Personal Information about users on those websites, and Heroes Home Advantage™ and SoldierOnTheMove.com™ privacy policy does not extend to these external websites and third parties. Please refer directly to these third parties and websites regarding their privacy policies.

## **Consumer Complaint Process**

If you are having a problem with customer service, or a Realtor, or a Lender partner, please contact us directly. Start with a simple email, online chat or phone call to Heroes Home Advantage™ to Carrie Clemens at [carrie@heroeshomeadvantage.com](mailto:carrie@heroeshomeadvantage.com) or call Carrie directly at 585-377-5235. Please give us an opportunity to address your complaint. Achieving resolution is often a matter of communicating with the right person, and we will put you in touch with someone who has the authority and competence to resolve your complaint quickly.

If this method fails, you may file a complaint with the CFPB.  
<http://www.consumerfinance.gov/complaint/>

## **Heroes Home Advantage™ and SoldierOnTheMove.com™**

If you have any questions about this privacy statement, or the privacy practices of Heroes Home Advantage™ and SoldierOnTheMove.com™, please email us at [support@heroeshomeadvantage.com](mailto:support@heroeshomeadvantage.com).

Please note that this policy may be amended from time to time. You should check back for the most current version before relying on any of the provisions in this privacy policy. By using the Services, you agree to the terms of this Privacy Policy.

## **Security**

We maintain administrative, technical and physical safeguards to protect against unauthorized disclosure, use, alteration or destruction of the personal information in our possession. We provide security controls to protect the information you submit online against foreseeable hazards.

## **Updates to this Privacy Notice**

We may change or update portions of this privacy notice at any time and without prior notice to you.

## **How to Contact Us**

If you have any questions about our information practices, please contact us at the address below:

Heroes Home Advantage™  
28 Willow Pond Way  
Suite 1  
Penfield, NY 14526

OR

Email: [support@heroeshomeadvantage.com](mailto:support@heroeshomeadvantage.com)