



# Protecting your privacy: it's our business

In the usual course of real estate transactions, REALTORS® may require from buyers and sellers, personal and property information. Some of this information may be considered private. Collecting and sharing this information is an essential part of the buying and selling process. At the same time, few things are more important to individuals than their privacy. REALTORS® recognize the rights of buyers and sellers to protect and control their personal information. REALTORS® are committed to using fair information practices when dealing with your personal information. This brochure explains what we do with your information and how you control it. If you have any questions, speak to your REALTOR® or contact your local real estate board or your provincial real estate association.



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# YOUR PRIVACY



# and the Real Estate Transaction



# Frequently Asked Questions....

## **1. What is personal information?**

Personal information is any information about an identifiable individual. This does not include information which is publicly available such as a phone directory listing, your name, address and telephone number.

## **2. How do REALTORS® collect personal information?**

Most information will be obtained directly from you, the client. REALTORS® may also collect information from other sources such as credit bureaus and government agencies, as needed. You will be told what uses will be made of it.

## **3. What do REALTORS® do with my information?**

Your information is used to facilitate the real estate transaction. Effectively marketing your house involves advertising the property in any medium, including electronic media (e.g. newspapers, real estate publications, Internet websites) as well as disclosing property information to other salespersons and prospective buyers. If the listing is on MLS®, the property information will be given to the boards operating the Multiple Listing Service(s)®. The listing information will be distributed through the MLS® system

to any persons authorized to use the service (which may include other REALTORS®, appraisers, government departments and others) and may be marketed by the board in various media, including the Internet. Property information, including sales data, is kept in the MLS® database following the completion of the transaction and is available to users of the system for comparative market analysis and valuation purposes. Both current and historical data is essential to the operation of the MLS® system and by placing your listing on the MLS® system, you are agreeing to allow this ongoing use of listing and sales information.

## **4. How do I find out what personal information a REALTOR® has about me?**

You are able to see your personal information held by Royal LePage Burloak Real Estate Services by contacting our Privacy Compliance Officer (see back of brochure for contact information). A minimal service fee may apply.

## **5. Can I correct my personal information that is wrong?**

Yes, you can. Contact our Privacy Compliance Officer, explain the correction you are requesting and why. If you can show the information is inaccurate or incomplete, it will be corrected. (see back of brochure for contact information)

## **6. Is there a review process?**

Yes. If you have any questions or concerns about the way your personal information has been collected, used or disclosed you may settle the matter with our Privacy Compliance Officer. If you're not satisfied, you can contact the Privacy Commissioner of Canada, at [info@privcom.gc.ca](mailto:info@privcom.gc.ca) or by calling **1-800- 282-1376**.

## **PRIVACY CODE**

*REALTORS® abide by the Privacy Code of The Canadian Real Estate Association, which sets out the commitment of REALTORS® and your rights regarding the privacy of your personal information. We will:*

- Obtain your consent when we collect, use or disclose your personal information
- Only use the information for the purposes we discussed with you
- Allow you access to your information
- Have privacy policies that are clear and understandable