

PRIVACY POLICY
www.hofinet.net

Effective Date: September 1, 2009

We at the Housing Finance Information Network, Inc. ("HoFiNet") respect your concerns about privacy. This privacy policy ("Privacy Policy") is designed to make you aware of what information we collect when you use our Housing Finance Portal website located at **www.hofinet.net** (including its subdomains, the "Site"), how your information is used and the steps we take to safeguard your information. Your use of our Site and all features, contents and services as offered from time to time on or through the Site (collectively with the Site, the "Services") after the Effective Date constitutes your acknowledgement and acceptance of these terms. Your use of the Site is also subject to HoFiNet's Terms of Use.

This Privacy Policy answers the following questions:

- What information do we collect about you and how do we use it?
- Will we share your personal information with third parties?
- What choices do you have about the collection and use of your personal information?
- What security measures do we take to safeguard your personal information?

This Privacy Policy applies to the information HoFiNet collects about you as a result of your use of the Services. It does not apply to information about you collected through any related website or any third party website or offering linked to or otherwise accessible from the Site. Please consult the privacy policies applicable to those sites and offerings.

I. Information collection and use

In connection with the use of the Services, we collect certain personal and non-personal information from you. We may use this information to fulfill your requests; improve and manage the Services; personalize your experience on the Site; contact you; offer you products and services that may be of interest to you; and in connection with the various features of the Site that may permit you to download, review, input, post or provide information. We collect personal and non-personal information when you voluntarily provide it to us (for example, in the course of registration or subscription for articles, newsletters, promotions, alerts and reminders) and when you visit the Site. The information we collect from you depends on your use of the Site.

Depending on how you use the Site, we may collect certain personal and non-personal information from you in the following ways:

Registration: You may be required to register to use all of or certain of the Services from time-to-time. The registration process will ask you to provide certain personal and non-personal information that allows us to customize your experience as well as provide you access to certain premium content and Services. This information may also be used by HoFiNet in its membership initiatives and marketing activities.

Such personal information may include (but is not limited to) your e-mail address, name and type of organization, address, demographics, contact information (including telephone number), credit card or other payment information and other similar information.

Subscription: At various locations on the Site, you will have the option to subscribe to receive articles, informational newsletters and promotions and to set alerts and reminders. Subscription is entirely optional. You may subscribe as a member to these services. We may also allow users to subscribe to certain Services without being a member if they provide certain personal information such as e-mail address, name and type of organization.

Submissions: You may have the option to submit articles, essays, information, media or other content on the Site from time-to-time. In the course of submitting such content you may be required to provide us with certain personal information such as your e-mail address, name, contact information and type of organization. With your consent, we may share this information with other users of the Site or other third parties. Any content or other submissions shall also be subject to the Terms of Use.

Other Information: In addition, in the course of your interactions with the Site, we may collect other non-personal information such as browser type, IP address and pages visited or information about the Services you use, the searches you perform, the results of those searches, and other information related to your use of a particular site or Service. We also may use cookies, beacons and other technologies to better manage our Site and offer you a more personalized experience with the Site.

Special Note for Parents: This Site is a general audience website and not designed or intended to attract children younger than 13. We do not collect personal information from any person we actually know is younger than 13.

II. Information disclosure to third parties

We know how important it is to keep the personal information you've entrusted to us confidential. We will not rent, sell or share personal information about you with third parties except under certain circumstances as described herein. In all other cases, we will ask for your permission before we disclose your personal information.

Affiliates and Partners: We may share the information you provide with companies and websites affiliated with HoFiNet and partners of HoFiNet.

Disclosure for legal reasons: We may release personal information to third parties: (1) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order; or (2) in special cases, such as a physical threat to you or others, a security threat, a threat to our system or network, or cases in which we believe it is reasonably necessary to investigate or prevent harm, fraud, abuse, or illegal conduct. In the event that we are legally compelled to disclose your personal information

to a third party, we will make reasonable efforts to notify you unless doing so would violate the law or court order.

Agents and contractors: Contractors sometimes have access to your personal information in the course of assisting in operating our business or Site and providing products or services to you. These contractors include vendors and suppliers that provide us with technology, services, and/or content for the operation and maintenance of our Site.

Aggregated, non-personal information: We may share aggregated information with third parties. This is information that is combined with the non-personal information of other users and does not allow you to be identified or contacted. Depending on the circumstances, we may or may not charge third parties for this aggregated information. We also may not limit the third parties' use of the aggregated information.

Changes in our corporate structure: If responsibility for the conduct of the Housing Finance Portal program is transferred by HoFiNet or HoFiNet is party to any restructuring or acquisition transaction, whether by merger, acquisition, liquidation or otherwise, the personal information you have provided at this site may be transferred, sold or assigned as part of that transaction.

III. Choice and control over your personal information

You may always decline to provide personal information to us and/or refuse cookies in your browser, although some features or Services may not be accessible or function properly as a result.

IV. Communications

Email communications: Email communications that you send to us via the email links on the Site may be shared with HoFiNet representatives, affiliates, partners or employees. From time to time, we may send you Service-related emails, such as a welcome email when you subscribe to receive articles, newsletters, promotions, alerts and reminders or information regarding submission of essays.

Articles, newsletters, promotions, alerts and reminders: At various places on the Site, you will be given the option to receive articles, informational newsletters and promotions and to set alerts and reminders. You have the ability to opt-out of the receipt of such articles, newsletters, promotions, alerts and reminders.

Topic-Oriented Bulletin Boards; Articles and Other Information

The Site features areas where people with similar research, content and housing-related interests can share information and support one another. Please remember that any information that you post in public areas is, by design, open to third parties.

Forum and chat postings and comments: By default, when you post to a forum your post will be associated with your nickname or user name.

Submitted Content: You may elect to submit certain content, information or articles to HoFiNet through the Services or otherwise and we may elect to make such content publically available on the Site. You may be identified as the author in such case.

V. Efforts we take to safeguard your personal information

We maintain administrative, technical and physical safeguards for the Site to protect against unauthorized disclosure, use, alteration or destruction of the information you provide on this Site.

VI. Links to Other Sites

We may provide links to other websites for your convenience and information. These sites operate independently and may have their own privacy policies, which we suggest you review if you visit any linked site. To the extent you visit any linked sites, we are not responsible for their content or your use of such sites.

VII. Changes to this Privacy Policy

Please note that this Privacy Policy may change from time to time. We will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain Services, email notification of Privacy Policy changes). Each version of this Policy will be identified at the top of the page by its effective date.

If you have any questions or concerns about our Privacy Policy or its implementation, you may contact us using the contact information on the Contact Us page.