

## **Gray Wolf Homes Privacy Policy**

Effective date: August 10, 2022

This Privacy Policy (the “Policy”) explains how Gray Wolf Homes, LLC (“us,” “our,” or “we”) collects, uses, and discloses personal information about you that we collect through this website <https://www.graywolfhomes.com/> (the “Website”). As used in this Policy, “you” refers to all Website visitors, including potential homebuyers, business customers, and business partners.

### **Information We May Collect About You**

When you use or access the Website, we may collect the following personal information:

- Contact information, such as your name, email address, or phone number.
- Authentication credentials, such as a username and password if you have an account with us.
- Waitlist signup information, including preapproval status, your real estate agent’s name, company, and contact information, requested start date, how you heard about us, and any other information provide us through our waitlist signup forms.
- Professional and employment-related information, such as your resume, cover letter, employment history, educational background, and any other information you choose to provide in your employment inquiries or applications.
- Any other information you submit when you contact us through the Website, including any information you provide in a submission through the “Contact Us” or “Warranty Request” web form.

We also may collect the following other information automatically when you visit the Website:

- Browser and Device Information: Certain information may be automatically collected by most browsers or devices, such as information about user devices (such as IP addresses and MAC addresses), operating systems, and browsers. Collecting IP addresses is standard practice and is done automatically by many websites, applications, and other services.
- Information Stored in Cookies: The Website may also use available web-based technologies to collect consumer data, such as cookies or web beacons. Cookies are pieces of information stored directly on users’ computers or devices. Cookies allow us to collect information such as browser type, time spent on the online services, pages visited, referring URL, and other traffic and usage data. We may also use cookies for purposes such as determining what features interest our users, revising our website features or operations, and as further described below in the “Your Choices” section.
- Pixel Tags and Log Files: The Website may also use other tracking systems such as log files and pixel tags. For example, pixel tags, sometimes called web beacons, are similar in function to a cookie and can tell us certain information like what content has been viewed.
- Information Collected in Connection with Analytics Technology: We may use various technologies to learn more about how visitors use the Website, such as Google Analytics and Facebook Analytics. Our analytics providers use cookies to help us analyze how visitors use the Website. The information generated by the cookies about your use of the Website includes your IP address. If you so choose, you may be able to opt out by turning off cookies in the preferences settings in your browser. For more information on Google Analytics, including how

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Google Analytics collects, uses, and discloses information, refer to the following page: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). For more information on Facebook Analytics, including how Facebook Analytics collects, uses, and discloses information, refer to the Facebook privacy policy at: <http://www.facebook.com/privacy/explanation>. We may also use other technologies to monitor your activities on our Website.

### **How We May Use Your Information**

We may use personal information that we collected about you for purposes that include the following:

- To effectively communicate with you and others, including responding to your requests and providing promotional materials.
- To enhance your experience using the Website by storing information about your preferences, recognizing you when you use the Website, and customizing your experience.
- To better understand how you use this Website and what features and services may interest you.
- To debug, identify and repair errors, or effectuate similar functional enhancements in connection with our Website or other services.
- For our recruitment and hiring purposes, including evaluating and processing your employment application.
- To create aggregate or deidentified data.
- For legal and safety purposes, such as maintaining the safety, security, and integrity of our websites, other technology assets and our organization; preserving and enforcing our legal rights, policies, and terms of use; protecting our property, our consumers, our employees and others; and complying with applicable law, other legal requirements, and industry standards.
- To protect against malicious, deceptive, fraudulent, or illegal activity, and participating in any prosecution or enforcement of laws or agreements meant to prevent or punish such activity.
- To evaluate or participate in an actual or potential merger, change in organizational structure, or other sale or transfer of some or all of our assets, including as part of bankruptcy, liquidation, or similar proceedings.
- For such other purposes as you may consent to or authorize.

In addition, we may use information we collect automatically through cookies and similar technology to help recognize your browser or device, maintain your preferences, provide certain features, and collect information about interactions with our content and our communications. We may also use cookies and other technologies:

- To provide, develop, maintain, personalize, protect, and improve our website and operate our business.
- To perform analytics, including to analyze and report on usage and performance of the Website and marketing materials.
- To protect against, identify, and prevent fraud and other unlawful activity.
- To create aggregate data about groups or categories of our users
- To synchronize users across devices, affiliates, business partners, and select third parties.
- For us and our affiliates, business partners, and select third parties to target, offer, market, or advertise products, programs, or services.

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#### **How We May Share Your Information**

We may disclose the personal information that we collected about you to one or more of the following:

- Our affiliates and subsidiaries.
- Our business partners.
- Our contractors, sales agents, service providers, and other third parties we use to support our organization, including service providers who support our homebuyer portal and waitlist signup operations.
- An actual or potential buyer or successor in the event of an actual or potential merger, change in organizational structure, or other sale or transfer of some or all of our assets, including as part of bankruptcy, liquidation, or similar proceedings.
- Governmental bodies, such as law enforcement, a court of law, or regulators.
- Such other parties as you may consent to or authorize.

Any disclosure of personal information that we collected about you would be for one or more of the following purposes:

- To effectively communicate with you and others.
- To respond to your requests.
- To deliver information or marketing, such as promotional materials or surveys.
- To debug, identify and repair errors, or effectuate similar functional enhancements in connection with this Website or other services being provided or offered to you by us.
- For our recruitment and hiring purposes, including evaluating and processing your employment application.
- To protect the legal rights, property, safety, and security of us and others.
- To comply with applicable law, other legal requirements, and industry standards.
- To investigate or prevent unlawful activities or misuse of the Website.
- To enforce our policies, terms of use, contracts, or other legal rights.
- To protect against malicious, deceptive, fraudulent, or illegal activity, and participating in any prosecution or enforcement of laws or agreements meant to prevent or punish such activity.
- To fulfill a business or legal obligation consistent with our operations, such as property management.
- For any other purpose you authorize.

#### **Your Choices**

You may choose not to provide the personal information we request. However, not providing information we request may restrict your ability to use certain features of the Website. For example, you may be able to restrict the collection of personal information or functionality through your device's operating system or by disabling cookies but doing so may prevent you from using the functionality of the Website. Some Internet browsers have a "do-not-track" feature that let you tell websites that you do not want to have your online activities tracked. Currently, the Website does not respond to browser "do-not-track" signals. We may allow third parties to use the Website to collect personal information about your online activities over time and across different websites, applications, and other online products or services. For information about interest-based advertising, and to opt out of this type of advertising by third parties that participate in self-regulatory programs, please visit the Network

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Advertising Initiative (NAI) and/or the Digital Advertising Alliance (DAA) Self-Regulatory Program for Online Behavioral Advertising. Please note that any opt-out choice you exercise through these programs will apply to interest-based advertising by the third parties you select but will still allow the collection of data for other purposes, including research, analytics, and internal operations. You may continue to receive advertising, but that advertising may be less relevant to your interests.

**Third-party Links**

The Website may include links to websites, applications, information, and services provided by third parties. We are not responsible for the privacy policies or practices of those third parties. We encourage you to review the applicable privacy policies of such third parties if you elect to follow the links provided.

**Changes to this Policy**

We may update this Policy to reflect changes in our privacy practices at any time and without prior notice to you. When we do so, we will update the Effective Date of the Policy, above. We encourage you to periodically review this Policy for the latest information on our privacy practices.

**Contacting Us**

If you have any questions or concerns about this Policy or our privacy practices, please contact us by email at [salesteam@graywolfhomes.com](mailto:salesteam@graywolfhomes.com), by phone at 919.934.7788, or by mail at:

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