

Privacy Policy

for Website Users and End Customers

This website is operated by REF Real Estate Franchises Oy Eteläranta 6 00130 Helsinki (hereinafter “RE/MAX” or “we”). This privacy policy describes how we collect and process your personal data acting as the data controller in connection with this website or with other services we are providing to you as an end customer.

1. Your personal data

During your visit of this website, we will automatically collect the following personal data about you:

- information about the pages that you visit on this website;
- the date and time of your visit,
- your IP address,
- your web browser,
- the website (URL) that you visited before accessing this website and
- certain cookies (see Section 2.1 below).

Moreover we will collect any information that you submit to us when using the website.

We obtain certain additional personal data from other members of the RE/MAX franchise network. The personal data we process in this context is:

- your name;
- your address;
- your telephone number;
- your email address;
- listings and associated listing information and
- data concerning individual real estate transactions.

In cases where we ask you to provide any personal data, there is no obligation to do so, but if you do not, you will not be able to use all functions of our website or to make use of our real estate services in general.

2. Cookies, Google Analytics, Facebook and AddThis plugins

2.1. Cookies

This website uses so-called cookies. A cookie is a small file that may be installed on your computer when you visit a website. Cookies are generally used to provide site visitors with additional functionality within the site. They may for example be created to keep track of your visit and support your navigation on the website, help you resume where you left off and/or remember your preferences and settings when you visit the website again. Cookies cannot access, read or modify any other data on your computer.

Most of the cookies used on this website are so-called session cookies. They are automatically deleted once you leave the website. On the other hand, persistent cookies remain on your computer until you delete them in your browser. We use persistent cookies to recognize you when you visit this website the next time.

If you want to control the cookies installed on your computer, you can modify your browser settings so that it notifies you when a website wants to install a cookie or you can block cookies altogether. You can also delete cookies that have already been installed on your computer. Refer to the 'Help' function within your browser for more information on how to perform these steps.

Please note, however, that disabling cookies might affect your online experience and/or prevent you from taking full advantage of our website.

2.2. Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA (“Google”). Google Analytics uses cookies to help us analyze how you use this website. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. If this website anonymizes IP addresses, your IP address will be truncated by Google within a EU member state or other EEA state before being transmitted to the US. Only in exceptional situations will your full IP address be transmitted to Google servers in the United States and truncated there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google will not associate your IP address with any other data held by Google. You can prevent Google from collecting information (including your IP address) via cookies and processing this information by downloading this browser plugin and installing it: <http://tools.google.com/dlpage/gaoptout>

Further information concerning the terms and conditions of use and data privacy can be found at the [Google Analytics Terms of Service](#) or at the [Google Analytics Privacy Overview](#). Please note that on this website, Google Analytics is supplemented by "gat.anonymizeIp();" to ensure anonymized collection of IP addresses (IP masking).

2.3. Facebook plugins (Like-button)

Our pages integrate plugins of the social network Facebook operated by Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA. The Facebook plugins are characterized by the Facebook logo or the “Like-Button” (“Like”) on our website. You can find an overview of Facebook-plugins here: <http://developers.facebook.com/docs/plugins/>.

When you visit our pages, the plugin establishes a connection between your browser and the Facebook server. Facebook thereby obtains the information that you have visited our website using your IP address. If you click on the Facebook “Like” button while you are logged into your Facebook account, you can link the content of our pages on your Facebook profile. Thereby Facebook can correlate your visit of our site with your user account. We point out that we as the provider of this website have no knowledge of the content of the transmitted data or how Facebook uses it. For more information, please refer to the privacy statement of Facebook under <http://de-de.facebook.com/policy.php>.

If you do not wish that Facebook can associate your visit to our website with your Facebook-account, please log out from your Facebook account before visiting our website.

2.4. AddThis plugin

Our website also uses a social bookmarking plugin called “AddThis” which is provided by the Oracle Corporation, 500 Oracle Parkway, Redwood Shores, CA 94065 (“Oracle”). Through AddThis, Oracle also provides web analytics services to us. AddThis uses cookies to implement the described functionality. Oracle collects data such as your IP address or your behavior on our website to evaluate your use of our website and compile anonymized reports on website activity. This information will be used by Oracle for the purpose of serving you with targeted advertising. Oracle may transfer the collected information to their servers or third parties outside of the EU/EEA.

Further details on the categories of collected data and the its processing are available at <http://www.addthis.com/privacy/privacy-policy>.

You may object to the collection of data by Oracle by following the instructions at <http://www.youronlinechoices.eu/>.

3. Purposes for which we use your data

We will use your personal data to provide this website to you as a user of this website, to generate usage statistics, to improve and further develop this website, to provide real estate services to you, to respond to your requests and messages, to send you our newsletter if you have subscribed to it, to contact you about properties that may interest you, and to analyze your data in aggregate form for business intelligence purposes.

4. Legal basis for the processing

The legal basis for the processing of your data will be our prevailing legitimate interest (pursuant to Article 6(1)(f) EU General Data Protection Regulation, “GDPR”).

If we process certain personal data about you that we receive from another member of the franchise network, in particular our franchisees, the legal basis for the processing will be your consent pursuant to Article 6(1)(a) GDPR that you will be asked for in a separate process. Where you will be asked for your consent, you may withdraw your consent at any time. However, doing so would not affect the lawfulness of the processing of your data based on the consent before its withdrawal.

5. Disclosures and data transfers

As far as this is necessary for the purposes set out above, we will transfer your personal data to the following recipients:

- Our franchisor PMSCS REAL ESTATE FRANCHISING, INC., Alpenstrasse 15, Postfach 7863, CH-6302, Zug, Switzerland (“**RE/MAX Europe**”) as well as RE/MAX Europe’s other franchisees and their respective franchisees;
- GryphTech Inc., 2595 Skymark Avenue, Suite 206, Mississauga, Ontario, Canada and
- other IT service providers that we use.

Some of the recipients referred to above are located in or process personal data outside of your country. The level of data protection in another country may not be equivalent to that in your country. However, we only transfer your personal data to countries where the EU Commission has decided that they have an adequate level of data protection or we take measures to ensure that all recipients provide an adequate level of data protection. We do this for example by entering into appropriate data transfer agreements based on Standard Contractual Clauses (2010/87/EC and/or 2004/915/EC). Such agreements are accessible upon request from info@remax.fi.

6. Retention periods

We will retain your data that we collect automatically when you visit this website for no longer than six months.

If you have subscribed to our newsletter, we will retain you email address until you unsubscribe from our newsletter. If you have registered on our website, we will retain your data for as long as your account exists and thereafter only for as long as there are any legal obligations to retain your data.

Moreover, we will retain your personal data that we receive from other members of the franchise network at least until the end of your business relationship with any of those members of the franchise network an well as thereafter as long as there are statutory retention obligations or potential claims are not yet time-barred.

7. Your rights and remedies

Under applicable data protection law, you have the rights (i) to check whether and what kind of personal data we hold about you and to access or to request copies of such data, (ii) to request correction, supplementation or deletion of personal data about you that is inaccurate or processed in non-compliance with applicable requirements, (iii) to request that we restrict the collection, processing or use of personal data about you, (iv) in certain circumstances, to object for legitimate reasons to the processing of your personal data, (v) to the extent that your data is processed on the basis of your consent, to request data portability, (vi) to know the identities of third parties to which your personal data are transferred and (vii) to provide instructions on how your data must be handled after your death when relevant. In case of any complaints, you also have the right to lodge a complaint with the competent data protection authority.

8. Contacting us

You can contact us at:

REF Real Estate Franchises Oy | REMAX Suomi
Pasi Aalto
Eteläranta 6 00130 Helsinki
info@remax.fi
020 753 4001

This data provacy policy is dated 22.5.2018