

BY REGISTERING FOR OR USING THE SITE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY STATEMENT. IF YOU DO NOT AGREE TO THIS PRIVACY STATEMENT, YOU CANNOT USE THE SITE. We reserve the right to modify this Statement at any time by posting a notice on the Site's home page. (If we consider it appropriate, we may also provide additional notice of significant changes.)

Scope of this Privacy Statement: This Privacy Statement applies to your use of this Site only. We do not own, operate or control the web sites of franchisees, or third-party ad servers.

Collection and Use of Your Personal Information: We collect your Personal Information on the Site in order to enhance the services we offer you. We collect Personal Information from you only when you voluntarily submit it in order to obtain certain services or information.

Refer a Listing to a Friend: If you choose to send a listing to a friend, you will be asked to provide the friend's name and email address in order to personalize the email and to send the email. We do not store this information, and the information is used only to send the one-time referral email.

Collection of Non-Personal Information: Even if you do not send us any Personal Information, we collect information about how you use our site ("Non-Personal Information"). This information cannot be used to identify you personally and is explained in more detail below under "Non-Personal Information".

Cookies: A cookie is a small data file, often including an anonymous unique identifier that is sent from a web site's computer and stored on your computer's hard drive. Use of cookies is common on the Internet. A web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser permits a web site to access only the cookies it has already sent to you, not the cookies sent to you by other sites. You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. (Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.) You can reset your browser to refuse all cookies or indicate when a cookie is being sent. But if you refuse cookies, some parts of the Site will not function properly and may not provide services or information you have requested.

Non-Personal Information: Like many sites, we obtain Non-Personal Information such as IP (internet protocol) addresses, browser types, the name of your ISP (internet service provider), information about where a user comes from before arriving at our Site, what pages a user visits, the order of those pages, and the amount of time spent on each. A vendor performs this service for us by sending a cookie to gather this information, compile it, and report to us. We use Non-Personal Information to customize the advertising and content you see, improve our services, conduct research, and provide anonymous aggregated reporting for internal audits and third-parties.

Advertising Networks: We allow other companies, called third-party ad servers or ad networks, to serve advertisements within our web pages. Because your web browser must request these advertising banners from the ad network web site, these companies can send their own cookies to your cookie file, just as if you had requested a web page from the web site. We authorize our third-party ad servers to employ anonymous cookies only for ad delivery and anonymous targeting. Our third-party ad servers do not collect, nor do we give them access, to any personal information about you.

Opting Out of Third-Party Ad Servers: If you want to prevent a third-party ad server from sending and reading cookies on your computer, currently you must visit each ad network's web site individually and opt out (if they offer this capability). Currently, we have relationships with the following third-party ad networks (click to visit their Web sites and review their privacy statements): 24/7 Real Media, Inc. <http://www.247realmedia.com/privacy.html>

Use of Information: We use the Personal Information and the Non-Personal Information we collect on the Site (A) to provide you with the services that you ask to receive through the Site, (B) to answer your questions or complaints, (C) for analytical purposes to help us improve the Site and for our business generally.

Sharing Your Information: We do not rent, sell, or share with third parties the Personal Information we collect from you on this Site except (A) to provide information or services that you have requested, (B) with your permission, or (C) under the following circumstances:

Third party vendors we engage to provide services on our behalf, such as hosting, web-site development, and support, have access to Personal Information, but they have agreed not to disclose the Personal Information or to use it for any purpose other than providing the requested services.