

**Crystal Creek –Privacy Notice**  
**Last Updated: [DATE PLACEHOLDER]**

## **1. Overview**

This privacy notice (“**Privacy Notice**”) describes how Crystal Creek Capital Real Estate Advisors, LLC (d/b/a CCC’s Ranch Inn, LLC) (“**Crystal Creek**”, “**we**”, “**our**”, or “**us**”) (a) collects, uses, retains, shares, or otherwise processes your data (“**process**” or “**processes**”) and (b) describes your rights regarding your personal data (as defined below) and how to exercise those rights. Please read this Privacy Notice carefully to understand our policies and practices regarding your data and how we will treat it.

### **1.1. Modification of This Privacy Notice**

This Privacy Notice may be modified from time to time. The date this Privacy Notice was “last updated” is at the top of this page. If we make a material change to this Privacy Notice, we will publish the updated Privacy Notice to: **[ADD LINK TO PRIVACY NOTICE WEBPAGE HERE]**. We advise you to frequently check this Privacy Notice for any changes. We may also provide notice of such changes to you in other ways, at our discretion, such as by emailing you at the email we have on file for you.

**YOUR USE OF THE SITE, AND CONTINUED USE OF THE SITE FOLLOWING ANY CHANGES TO THIS PRIVACY NOTICE, SIGNIFIES YOU READ AND UNDERSTAND THE TERMS OF THIS PRIVACY NOTICE. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY NOTICE, YOUR CHOICE IS TO NOT USE THE SITE.**

### **1.2. When This Privacy Notice Applies**

This Privacy Notice applies to the data we collect from or about you when you visit or interact with our website, [www.thejacksonianjh.com](http://www.thejacksonianjh.com) (the “**Site**”)

This Privacy Notice does not apply to your data if:

- (a) you are our employee or independent contractor carrying out your obligations as an employee or independent contractor;
- (b) you apply for a job with us;
- (c) we provided you with an alternative privacy policy at the time of data collection; or
- (d) if you interact with third-party digital assets that are linked to or accessible from the Site.

## **2. Type of Data Collected; Source of Data**

The types of data we collect about you depend on your interactions with us and on our Site. In this section, we describe the categories of data we collect, organized by the sources of this data.

By interacting with the Site, you grant us the right to use your data to enable us to provide the Site to you, to improve the Site, and other uses as stated in this Privacy Notice and in any ancillary agreements you may have entered with us related to our Site or related services. If you do not provide your data when requested, you may not be able to use our Site or certain features of our Site in whole or in part (a) if that data is necessary to provide you with our Site or related services or such features or (b) if we are legally required to collect the requested data.

## 2.1.Data You Directly Provide to Us

In addition to any other categories of data we state we are collecting at the time of collection, we may also collect the following data that you provide directly to us:

- (a) Personal Data. Data by which you may be personally identified such as your name, email, address, phone number, mailing address, or any other data that could be used to identify you, or data that is associated with such identifiable data and could identify you (“**personal data**”);
- (b) Demographic Data. Data that is about you but that as an individual piece of data does not specifically identify you, such as age, household size, income bracket, employment status, and housing preferences;
- (c) Communications Data. Data contained in your communications with us through the Site, such as when you request additional information about the Site, provide us with feedback, submit inquiries about specific properties listed on the Site, or interact with our customer service team via phone, email, or chat, including personal data used to contact you, the date and time of your communications, and the content of your communications;
- (d) Real Estate and Property Information. Data about your real estate interests and preferences, including property type preferences, intended use, and other information you provide related to real estate inquiries.

## 2.2.Data Automatically Collected About You

As you navigate through and interact with our Site, we, our service providers, or other third parties may use cookies, log files, pixels tags, software development kits (SDKs), and other client-side or server-side automatic data tracking technologies (“**Automatic Tracking Technologies**”), to collect certain data about your equipment, browsing actions, and patterns, including the following types of data:

- (a) Device Data. Data when you interact with the Site such as technical data about your device including your IP address; unique identifiers and device type; domain, browser type, version, and language; operating system and system settings; and similar device data.
- (b) Usage Data. Data about your visits to and usage of our Site including usage details (i.e., date/time/duration on a given webpage), traffic data, logs, general location and time zone based on your IP address, other communication data and the resources that you access and use on the Site, and navigation paths within the Site. This data may include links clicked, webpage views, features used, property viewed, or time spent on the Site.

The Automatic Tracking Technologies we may use include the following:

- (i) *Cookies (or browser cookies)*. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Site.
- (ii) *Flash Cookies*. Certain features of our Site may use locally stored objects (or Flash cookies) to collect and store data about your preferences and navigation to, from, and on our Site. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- (iii) *Log Files*. Log files are software-generated files containing data about the operations, activities, and usage patterns of an application, server, or IT system, such as what was done and at what time.
- (iv) *SDKs*. A Software Development Kit or “SDK” represents a consolidated package of pre-existing code, enhancement tools, and guidance documents that can be installed and used to develop applications for a particular digital asset. SDKs allow our partners to directly extract data from our Site. The data collected has numerous applications including offering us insightful analytics about our Site’s usage, enabling social media incorporation, introducing new attributes or capabilities to our Site, or assisting in tracking and enhancing the efficacy of our online advertisements.
- (v) *Web Beacons*. Pages of our Site may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or for other related Site statistics (for example, recording the popularity of certain Site content and verifying system and server integrity).

### 2.3.Data We Collect from Other Sources

We may receive the data described above from other sources such as service providers and other third parties who help us provide the Site or market our related services to you. These other sources we may receive data from include the following:

- (a) Service Providers. We may use service providers to provide the Site to you or for any other purpose described in the [How We Use Your Data](#) section below. These service providers have contractual obligations regarding how they are allowed to use the data we provide to them which is limited to the purpose in which we provide it and for no other purpose.
- (b) Other Third Parties. We may use other third parties to assist us with providing the Site to you or for any other purpose described in the [How We Use Your Data](#) section below. These third parties may provide us data about you such as data about your interaction with our Site, marketing campaigns, or events in which we and you participate. These third party's privacy notices govern the collection and disclosure of your data by such third party.
  - (i) *Affiliates or Subsidiaries*. Our affiliates or subsidiaries may share data from or about you with us in connection with us providing the Site and related services to you or for any other purpose described in the [How We use Your Data](#) section below.
  - (ii) *Publicly Available Source*. Data that is publicly available.

### **3. How We Use Your Data**

We, along with our service providers or other third parties, may use your data for the purposes described below. As part of these purposes, your data may be processed using artificial intelligence technologies ("AI") including AI that generates images, text, audio, or video from user inputs. We may use your data for the following purposes:

- (a) Provide and Improve our Site and Related Services. To provide the Site and related services to you, including personalizing the content, and features that match your activities, preferences, and settings on the Site and to monitor and analyze trends, usage, and activities in connection with the Site.
- (b) Provide and Improve our Site. To effectively deliver the Site and related services you request as well as to, administer, present, support, maintain, and improve our products or services.
- (c) Communicate with You. To communicate with you, including when you request additional information from us, or when we contact you about a material change to our policies that affect you, or in connection with the Site. Notwithstanding any

other statement in this Privacy Notice, if we collect your phone number with consent to communicate with you via text messages, we will only do so for the purpose provided at the time you consented.

- (d) Advertise and Market to You. To send advertising or marketing communications about properties or related services offered by us and others, and provide news and information that we believe may be of interest to you and to analyze and enhance our marketing communications and strategies. For information about managing your marketing preferences, see the [Your Choices About Your Data](#) section below.
- (e) Provide Safety and Security. To detect and protect against malicious, deceptive, or illegal activity, including fraudulent transactions, errors, negligence, violations of any applicable terms, security incidents, and harm to the rights, property, or safety of us and our users, customers, employees, or others.
- (f) Troubleshoot. To identify and debug errors that impair the existing intended functionality of our Site.
- (g) Facilitate Corporate Transactions. In anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which the data held by us is among the assets transferred.
- (h) Obtain Your Consent. In accordance with: (i) the way we describe to you when you provide the data to us; (ii) your instruction or intentional direction; or (iii) any other way when you consent.
- (i) Comply with Legal Obligations. To comply with our legal or regulatory obligations, including our tax obligations and those related to the prevention of fraud and money laundering, and those required for you to benefit from rights recognized by law, or any regulatory requirements or provisions.

In addition to the descriptions above regarding how we may use your data, we may also use it in the following ways:

- (i) We may use that aggregated data to enhance and personalize your experience with us, for promotional purposes, testing our IT systems, research, data analysis, improving our Site, developing new products and features, and for other purposes described in this Privacy Notice. We may use, without restriction, data that is aggregated or de-identified and is maintained in a form that cannot reasonably be used to infer data about, or otherwise be linked to, a particular individual or household. We will not attempt to reidentify such data.

- (ii) In addition to the types of data and sources of data we describe above, we may also draw inferences or derive data about you based on other types of data we collect about you to create a profile reflecting your interest, preferences, and characteristics. We may use this data to enhance your experience on the Site, to track analytics about the usage of our Site, or to serve advertisements, including targeted advertisements to you.

#### **4. Whom We Share Your Data With & The Purpose of Disclosure**

Notwithstanding any other statement in this Privacy Notice, if we collect your phone number with consent to communicate with you via text messages, we will only do so for the purpose provided at the time you consented.

We may disclose data that we collect from you or that you provide as described in this Privacy Notice to the following categories of third parties and for the purposes set forth below:

- (a) Service Providers. We disclose data to unaffiliated companies or individuals we hire or work with that perform services on our behalf, including customer support, web hosting, software developers, information technology services, database management, direct mail and email distribution. These service providers may have access to data we collect from you to perform the specific services we request from them.
- (b) Other Third Parties.
  - (i) *Joint Marketing Partners*. We may disclose data to other third parties that we entered into joint marketing collaborations or joint ventures with us, and these third parties may use and disclose such data under their own privacy notices.
  - (ii) *Analytics and Advertising*. We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use Automatic Tracking Technologies to collect data about your use of the Site, and on other third-party digital assets, including your IP address and other identifiers, web browser network information, pages viewed, time spent on pages or in mobile applications, links clicked, and conversion data. These third parties may use this data to deliver advertisements that are more relevant to you across the web and in mobile applications, to analyze and track data, determine the popularity of certain content, and better understand your online activity.
  - (iii) *Affiliates / Subsidiaries*. We may disclose your data to our parent company, subsidiaries, and other companies under common ownership or control with us for purposes consistent with this Privacy Notice.

- (iv) *Independent Real Estate Professionals*. We may disclose your contact information and inquiry details to licensed real estate professionals and brokerage firms to enable them to respond to your property inquiries and provide requested services.
- (c) Corporate Transaction. Your data may be disclosed or transferred in anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which data held by us is among the assets transferred.
- (d) Law Enforcement Authorities and Individuals Involved in Legal Proceedings. We disclose data when we believe doing so is reasonably necessary to comply with applicable law or legal process (including an enforceable request from authorities), to respond to claims (including inquiries by you in connection with your purchases from us), enforce or apply our other policies, or to protect the rights, property, or personal safety of us, our users, employees, or others.
- (e) Professional Advisors. We may disclose your data to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.
- (f) Your Consent or at Your Direction. We disclose data, to third parties when we have your consent or direction to do so. We may also disclose your data to third parties, such as when you expressly direct us to do so or when you use our products or services to intentionally interact with third parties. In these cases, we disclose your data to carry out your request.

The Site also uses Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Site, compile reports on activity, and provide other services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. To learn more about how Google Analytics collects and processes data you may visit <http://www.google.com/policies/privacy/partners>. For more information on how to opt out of Google Analytics tracking across all websites you use, visit: <https://tools.google.com/dlpage/gaoptout>.

## **5. How We Protect Your Data**

We have implemented measures designed to secure your data from accidental loss and unauthorized access, use, alteration, and disclosure. The safety and security of your data also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Site, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of data via the Internet is not completely secure. Although we use reasonable efforts to protect your data, we cannot guarantee the security of your data transmitted to our Site. Any transmission of data is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained in the Site.

## **6. Retention of your Data**

We may retain your data for as long as we need it to provide you with the Site and related services. If you ask us to delete your data there may be some latency in deleting this data from our servers and back-up storage and some data may not be completely removed from our logs and other records. In addition, we may retain this data if necessary to comply with our legal obligations, resolve disputes, or enforce our agreements.

When we process personal data, we determine the retention period taking into account various criteria, such as the type of services, if any, provided to you, the nature and length of our relationship with you, the impact on our Site we provide to you if we delete some data from or about you, and mandatory retention periods provided by law.

## **7. Your Choices About Your Data**

We strive to provide you with choices regarding the personal data you provide to us. If you have any questions or concerns, please contact us at [info@thejacksonianjh.com](mailto:info@thejacksonianjh.com). Below are options for your personal data.

### **7.1. Automatic Tracking Technologies**

We and other third parties may use Automatic Tracking Technologies on the Site. This Privacy Notice does not apply to these third-party Automatic Tracking Technologies because we do not control the data collected by them.

You may be able to block or disable Automatic Tracking Technologies on your device at any time by changing your preferences or options menus in your browser. You may also be able to reject or delete the Automatic Tracking Technologies that are stored on your device. However, blocking, disabling, or deleting Automatic Tracking Technologies may result in some parts of the Site being inaccessible or not functioning properly.

Each browser provides different mechanisms for managing Automatic Tracking Technologies. Look at your browser's help menu to determine the best way to modify your browser's Automatic Tracking Technologies storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details.



To specifically find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit: <https://www.aboutcookies.org/>.

## 7.2.Targeted Advertising

While we do not directly engage in targeted advertising, third parties we work with may use your information for targeted advertising purposes, as described in our [Who We Share Your Data With](#) section. We do not control how these third parties use your information for interest-based advertising.

Third-party service providers may collect information about your online activities through our Site and combine it with information collected from other websites and services. They may use this information to serve you targeted advertisements based on your interests and online behavior across different websites and platforms over time.

You may have options to limit targeted advertising through industry opt-out programs available through organizations like the Network Advertising Initiative (NAI) and Digital Advertising Alliance (DAA). Additionally, your mobile device may provide advertising preference settings, and your browser settings may allow you to block or limit tracking technologies.

Please be aware that opting out does not eliminate all advertising—you will still see ads, but they may be less relevant to your interests. Not all companies participate in opt-out programs, and we cannot guarantee the effectiveness of third-party opt-out mechanisms. We are not responsible for third-party opt-out tools or their continued availability. For more information about your choices regarding targeted advertising, consult your browser's help documentation or device settings.

## 7.3.Our Email Marketing to You

If you do not wish to receive our marketing emails, you may unsubscribe by following the unsubscribe instructions at the bottom of the email or by contacting us through the contact information in the [How to Contact Us](#) section at the bottom of this Privacy Notice. After you unsubscribe, however, you may continue to receive product or service-related and other non-marketing emails. If you have provided more than one email address to us, you may continue to be contacted unless you request to unsubscribe each email address you have provided.

## 7.4.Do Not Track Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a “Do Not Track” (“**DNT**”) or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked.

Please note that we do not recognize or respond to any signal which your browser might transmit through the DNT feature your browser might have. If you wish to disable Automatic Tracking Technologies on our Site, you should not rely on any “DNT” feature your browser might have.

## **8. Links to Other Third-Party Digital Assets**

We may provide links to digital assets such as websites, applications of services that we do not own or operate (“**third-party digital assets**”). Those links are provided for your convenience. If you follow the link and visit those third-party digital assets, they too may collect data about you. We do not own or control any third-party digital assets, and we are not responsible for the practices employed by third-party digital assets linked to or from our Site. We recommend that you review the privacy notices of other third-party digital assets before authorizing third-party access to your data.

## **9. Children Under the Age of 18**

Our Site is **not** directed at or intended for children under 18 years of age. No one under the age of 18 may provide any data to or on the Site. We do not knowingly collect data from children under 18. If you are under 18, do not use or provide any data on the Site or on or through any of its features/register or in connection with the Site. If we learn we have collected or received data from a child under 18 without verification of parental consent, we will delete that data. If you believe we might have any data from or about a child under 18, please contact us through the data at the [How to Contact Us](#) section below.

## **10. International Visitors**

We are based in the United States. When we obtain data about you, we may process such data outside of the country in which you reside, including in the United States. By using the Site, you consent to the transfer to and processing of your data in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.

## **11. Disabilities**

This Privacy Notice is available to consumers with disabilities. To access this Privacy Notice in an alternative downloadable format, please click here [\[LINK to pdf accessible\]](#).

## **12. How to Contact Us**

To ask questions or comment about this Privacy Notice and our practices in general, contact us at:

*Physical Address*    25 S. Willow Street, Suite 200  
Jackson, WY 83001

*Email*                    [info@thejacksonianjh.com](mailto:info@thejacksonianjh.com)