

Privacy Policy

Last Updated: October 2026

This Privacy Policy describes how the National Housing Center, owned and operated by the National Housing Center Corporation, (“NHC,” “we,” or “us”) collects, uses, and discloses information about you obtained through www.nationalhousingcenter.com and any of our online services that post a link to this Privacy Policy (the “Services”).

Personal Data Collection

We and process the following categories of personal data through the Services:

- **Contact details**, including name, email address, postal address(es), phone number(s), and salutation.
- **Event details**, including preferences, timing, attendee information, and other event selections; orders; and payment information,
- **Professional information**, including job title and employer.
- **Audio and visual information**, including photographs and videos.
- **Internet or other electronic network activity information**, including IP address; device identifier; browser type; operating system characteristics; information about use of the Service; geographic location; data regarding network-connected hardware (e.g., computer or mobile device); referring and exit pages; operating system; and date/time stamps.
- **Content of communications and public postings**, including information you provide in emails and other communications that you send us, including event requests or customer support inquiries.

The personal data we collect about you may vary depending on the nature of your interactions with us and may not include all of the examples listed above.

We may combine your personal data with other data we obtain from our Services, offerings, and other parties. Your personal data may be converted into deidentified, anonymized, or aggregated data, such that it is no longer reasonably associated with you, not considered personal data under applicable law, and not subject to this Privacy Policy.

Personal Data Sources

We obtain personal data from various sources, including:

- **Directly from you**, including when you communicate with us via email; contact us using a contact form; or send a request for information.
- **Automatically through the Services**, including when you visit the Services, click on a link, or otherwise interact with the Services. For more information about how we collect

information through cookies and other online tracking technologies, please see the **Online Tracking Technologies** section below.

- **From our service providers and other vendors**, including vendors that provide services related to communications, web hosting, analytics and advertising, event management, and other business operations.
- **From websites, locations, platforms or services not operated by NHC (“Third-Party Services”)**, including social media websites and statement of interest forms.
- **From your employer, affiliated entity, and other professional contacts**, including for event management.

We are not responsible or liable for the accuracy of the information provided by third parties or for third-party policies or practices.

Personal Data Use

We use and otherwise process personal data to:

- **Provide the Services**, including providing information about our event hosting capabilities; facilitating, managing, personalizing, and improving your experience on the Services; and analyzing and understanding use of the Services.
- **Host and manage events**, including processing event requests and enhancing experiences.
- **Process transactions**, including related to reservation and payment for event spaces.
- **Advertise and market**, including sending advertisements; communicating regarding our and third-party’s products, services, offers, promotions, rewards, and events we think you may be interested in; and tailor our content, services, advertisements, and offers.
- **Communicate**, including respond to emails, questions, and requests; send informational notices; serve content; and contact you if we need to obtain or provide additional information.
- **Operate our business**, including maintaining, operating, optimizing, and providing access to our Services; conducting research and analysis, such as surveys; performing system administration and technology management; identifying and managing our relationships with members, vendors, and business partners; and carrying out internal administration, such as recordkeeping and auditing.
- **Maintain security and integrity**, including protecting the security, functionality, and integrity of our Services.
- **Fulfill legal and compliance obligations**, including preventing, identifying, investigating, and addressing fraud, illegal or malicious activities, breach of policies or terms, and threats or harm; managing risks, investigations, reporting, and other compliance activities; responding to court orders or other government and law enforcement mandates or

requests; protecting our and others' interests, rights, and property; supporting actual or threatened claims, defenses, or declarations in a case or before any jurisdictional and/or administrative authority, arbitration, or mediation panel; and complying with legal obligations, industry standards, and our company policies.

Personal Data Disclosures

We may disclose personal data to:

- **Our affiliates** when it is reasonably necessary or desirable, such as to help provide the Services, to analyze and improve the Services, and for internal business purposes and marketing.
- **Our advertising and marketing vendors** that provide personalized advertising, perform analytics, and as otherwise described below in the **Online Tracking Technologies** section.
- **Our service providers and other vendors** that perform services on our behalf, such as vendors that help us provide customer support, analyze and optimize the Services, send marketing and other communications on our behalf, or assist with data storage.
- **Our event partners and vendors** to reserve and confirm event spaces; coordinate catering, audiovisual, and other services; or set up and manage the event.
- **Business partners**, including as when we disclose email addresses to parties in order for them to send notifications and advertisements about products, services, promotions, rewards and events we think you may be interested in.
- **Fulfill legal and compliance obligations**, such as to comply with relevant laws or to respond to subpoenas or court orders served on us; to respond to requests by government agencies, including law enforcement authorities; in connection with an investigation of fraud, intellectual property infringements, or other activity that is or may be illegal or may expose us or service or content providers we work with, or you to possible legal liability; if we believe your actions are inconsistent with our terms of use, user agreements, applicable terms, or policies; and to protect the rights, property, life, health, security, or safety of NHC, the Services, our users, or any third party.
- **Prepare for or enter into any proposed or actual corporate transaction**, such as a reorganization, partnership, or joint venture.

Online Tracking Technologies

We use cookies, web beacons, pixels, and other online tracking technologies (collectively referred to as "**Tracking Technologies**") to:

- **Provide, customize, and improve the Services**, including recognizing new or past visitors; enhancing and customizing user experiences; and monitoring and improving performance of the Services.

- **Perform analytics and advertise**, including understanding use of our Services; visualizing the number and duration of visits, pages viewed, site navigation, and other statistics; serving interest-based or targeted advertising; observing behaviors and browsing activities over time across multiple websites or other platforms; and understanding the interests of our members and our website visitors.
- **Monitor and troubleshoot**, including diagnosing problems and performing statistical website reporting.

You may be able to set your browser or device settings to use our Services without Tracking Technology functionality. Please note that if you block Tracking Technologies, some functions may be unavailable, and we will not be able to present personally-tailored content and advertisements to you.

We and our vendors may link the information collected by Tracking Technologies with other information we obtain about you. Some information about your use of the Services and certain third-party services may be collected using Tracking Technologies across time and services and used by us and third parties for purposes such as to associate different devices you use, and deliver relevant ads and/or other content to you on the Services and certain third-party services.

By continuing to use the Services, you are agreeing to the placement of Tracking Technologies by us or by our partners.

We may use Tracking Technologies to serve advertisements on the Services and/or Third-Party Services. Some of these ads may be tailored to your interest based on your browsing of the Services and elsewhere on the Internet (sometimes referred to as “interest-based advertising” and “online behavioral advertising”), which may include sending you an ad on a Third-Party Service after you have left the Services.

We also use Google Analytics for analytics services. We use these services as well as others that may use Tracking Technologies to help us analyze Service users and how they interact with the Services. Information collected or generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these vendors, who may in turn use this information for purposes such as evaluating your use of the Services, compiling statistical reports on the Services’ activity, and providing other services relating to Service activity and other Internet usage.

Certain Tracking Technology vendors offer additional information regarding Tracking Technology processing and/or tools that you can use to manage your Tracking Technology preferences, including to limit or opt out of certain interest-based advertising, including:

- **Google:** For more information on how Google Analytics uses the data it collects, visit policies.google.com/technologies/partner-sites. To opt out of Google Analytics Cookies, visit tools.google.com/dlpage/gaoptout. To adjust your Google advertising settings, visit myadcenter.google.com.
- **Industry Groups:** Certain Tracking Technology vendors participate in the Digital Advertising Alliance (“DAA”) or the Network Advertising Initiative (“NAI”) opt-out programs. To learn more about the DAA AdChoices Program,

visit youradchoices.com/control. To learn more about the NAI opt-out options, visit thenai.org/how-to-opt-out.

Please be aware that even if you are able to opt-out of certain kinds of targeted advertising, you will continue to receive non-targeted ads. We are not responsible for effectiveness of, or compliance with, any third parties or programs or the accuracy of their statements regarding their programs.

Testimonials

We display personal testimonials on our Services in addition to other endorsements. With your consent, we may post your testimonial along with your name. If you wish to update or delete your testimonial, you may contact us at privacy@nahb.org.

Links to Third-Party Services

The Services may contain links to Third-Party Services; these links are provided for your convenience and information. If you choose to use any of these links, you will be leaving the Services. These Third-Party Services may use their own Tracking Technologies to independently collect information about you and may solicit personal data from you.

The privacy practices of these Third-Party Services may differ from our privacy practices and are not controlled by us, nor are they covered by this Privacy Policy. We are not responsible for any third party's data collection, Tracking Technologies, or privacy practices, and we encourage you to review the privacy policies or notices posted on those Third-Party Services before submitting your information.

Your Choices

1. Unsubscribe from Promotional Emails

Should you receive a promotional email from us, you may opt out of receiving additional promotional emails by following the unsubscribe instructions at the bottom of our emails. Please note that even if you opt out of receiving promotional emails from us, we may continue to send you non-promotional emails, such as those relating to your account, product inquiries, or event registration.

2. Tracking Technologies

Regular Tracking Technologies may generally be disabled or removed using tools available as part of most commercial browsers and mobile devices, and in some instances may be blocked in the future by configuring certain settings. Browsers and mobile devices offer different functionalities and options so you may need to set them separately. Also, tools from commercial browsers may not be effective with regard to all types of Tracking Technologies. Please be aware that if you disable or remove these technologies, some aspects of the Services' functionality may be limited.

Your browser settings may also allow you to transmit a "Do Not Track" signal when you visit various websites. Like many websites, these Services are not designed to respond to "Do Not

Track” signals received from browsers. To learn more about “Do Not Track” signals, please visit [this page](#).

Security

We maintain appropriate technical and organizational safeguards designed to help protect personal data from unauthorized disclosure or access and accidental or unlawful destruction, loss, or alteration. Although we use reasonable efforts to safeguard personal data, we cannot guarantee the security of your information obtained through our Services.

International Users

We are based in the United States and U.S. law governs the information we collect. If you are accessing the Service from outside of the United States, please be aware that information we collect will be transferred to, processed, and stored on our servers in the United States. The data protection laws and regulations applicable to your personal data transferred to the United States may be different from the laws in your country of residence. Your use of the Service or provision of any information constitutes your consent to the transfer to and from, processing, usage, sharing and storage of your information, including personal data, in the United States as set forth in this Privacy Policy.

Revisions

This Privacy Policy is subject to change at our discretion. We will indicate changes to this page by updating the “Last Updated” date at the top of the page. We encourage you to review this Privacy Policy frequently to stay informed about our information practices. Your continued use of our Services indicates your consent to the Privacy Policy posted.

Contact Us

If you have any questions or complaints about this Privacy Policy or information collection practices, please email us at privacy@nahb.org or write to us at:

National Association of Home Builders
ATTN: Privacy Policy
1201 15th Street NW
Washington, DC 20005