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Council of Multiple Listing Services

CMLS eLert

April 2009

This eLert is designed to update you on current activities from the CMLS offices and related industry organizations. If you have suggestions for this eLert or would like to submit an article, please call the CMLS offices at 919.459.2070, 8 a.m.-5 p.m., ET, Monday-Friday.

Save The Dates

Mark your calendar for the 2009 CMLS Conference, scheduled for Sept. 28-Oct. 2, in Lake Tahoe.

Registration opened in mid-March, with a totally online format, and can be accessed from the [CMLS Web site](#). Click the conference link in the right margin. This will transport you to the 2009 Conference Web site where you can also access hotel information to make your reservations at the Embassy Suites at Lake Tahoe and learn the best way to get to/from Lake Tahoe once you arrive at the Reno-Tahoe Airport.

As a CMLS member, you receive special registration fees with Early Rates of \$325 per person for MLS members.

Visit the conference Web site, www.cmls2009, for continuous updates on conference activities.

Board Approves Letter of Support

On April 28, the Board of Directors approved a letter in support of re-examination by the NAR 2009 Multiple Listing Issues and Policies Committee of changes to Section 5.0.1 of the model MLS rules adopted at the 2008 mid-year meetings.

In particular, the board wanted the modifications regarding offers of compensation relative to Short Sales revisited by the committee.

The letter, which is signed by CMLS President John Mosey, will be submitted to Cliff Niersbach, NAR vice president for board policy and programs, in advance of the May 11-16 NAR Legislative Meetings and Trade Expo in Washington, D.C.

Quality of Life Summit Scheduled

The Québec Federation of Real Estate Boards is hosting a Quality of Life Summit, Nov. 24-25, 2009, at the Centre Sheraton in Montreal. This Quality of Life program, which will include keynote speakers, panel discussions on the environment and housing,

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Business Partners Benefit
Quality of Life Summit
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Personal Privacy Solutions

Upcoming Events

[2009 CMLS Conference](#)



[Lake Tahoe, Nevada](#)

Sept. 30-Oct. 2

[Click Here for Online Registration!](#)

2009 CMLS Business Partners

[Clareity Consulting & Clareity Security](#)

[Courthouse Retrieval System](#)

[Diverse Solutions](#)

[DynaConnections Corp.](#)

[Evans Media](#)

[First American CoreLogic Inc](#)

[Focus Forward Consulting Inc.](#)

[GE Security](#)

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[iMapp Inc.](#)

[Internet Crusade](#)

[Larson/Sobotka, PLLC](#)

[Management Advisors Inc.](#)

[Market Data Services LLC](#)

[MarketLinX Inc.](#)

[Meyer, Klipper and Mohr, PLLC](#)

networking with industry professionals, politicians and other stakeholders, is designed to improve quality of life.

Registration details will be available soon.

Procrastinators Take Note

It's crunch time. To be eligible for the low, member registration rates for this year's CMLS Conference, your dues for 2009 must be current.

If you have not yet remitted dues for 2009, the time to do so is NOW.

Contact [Candice Hogan](#) for immediate assistance, or access the online [renewal form](#).

Privacy 101 - Data Pollution

Excerpted from Privacy Solutions, April 2009 Newsletter, Darity Wesley

Just about every person delivers some form of data into the cyber-world at least once daily. Digital footprints are left behind with every Web site we visit, every tweet we Twitter and every purchase we make either online or on the physical plane when using a credit or debit card.

With the explosion of social networking, international data production and user-generated content, if data were an economic indicator, the market would be in a euphoric state right now. According to Internet World Stats, 74 percent of North America is connected to the Internet, up 132 percent since 2000. Worldwide, there are about 1.6 billion users.

Think about how much information all of us generate and then consider that it is all stored in a computer memory somewhere, potentially permanently. The residue from this gathered data after it outlived its usefulness is becoming known as "data pollution." So where does it all go and what are the long-term effects of this data pollution? Only the future will tell and we are creating it right now.

Some of the massive quantity of data that gets moved around the cyber-world is, perhaps innocently, stolen in the name of business. When a photo or an article is posted on a Web site, it is protected under copyright laws. There is a lot of misunderstanding about that, particularly in the real estate industry.

A survey conducted by TRUSTe revealed that more than 90 percent of the 1,000 participants called online privacy a "really" or "somewhat" important issue. Even with that being the case and very much counter-intuitively, only 15 percent read Web site privacy statements most of the time and fewer than half frequently looked to find out whether sites even had privacy statements.

[Onboard Informatics](#)

[Pranix Inc.](#)

[Prospects Software Inc.](#)

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[RE Stats](#)

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Do you have a Web site? Do you know if it is a legal privacy risk? Check out this article on the Privacy Gurus [Web site](#) and take the quick quiz to find out. Are you honoring others' copyrights and asking permission before passing on, using or obtaining information?

And as a consumer, before you give out any personal information, be sure to read the privacy statement on the Web site that is requesting it. If it doesn't have one, don't give them your information and Email Privacy Solutions so they can be informed that they may be violating the law. If it does have one, be sure to read it so you know what is happening with your data. The Federal Trade Commission (FTC) and the Department of Justice (DOJ) are surfing the Internet checking and fining folks who are not in compliance. This is good to know from both a business, as well as personal perspective.

Darity Wesley is CEO and Legal Counsel for Privacy Solutions, Inc. a San Diego based consulting firm. Her team of Privacy Gurus® work with you to create policies and procedures to establish the expectation of privacy for your members, clients, customers, prospects, affiliates, associates, employees and vendors. You can reach her at 619.670.9462 or Darity@privacygurus.com. Visit the [Web site](#).

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