

## RLS Internet Data Exchange (IDX) Rules

1. The RLS shall establish an IDX feed which will include limited information on all RLS exclusive listings that participating RLS Brokerages may display on their individual websites. The RLS shall, at all times, retain the right to make the final determination as to what exclusive listing information is made available for IDX. IDX displays are at all times subject to the Universal Co-Broke Agreement and other REBNY/legal requirements.
2. In order to participate in the RLS IDX Program, RLS Brokerages must notify the RLS of their intention to establish IDX websites and must make the IDX website directly accessible by RLS for purposes of monitoring/ensuring compliance with these Rules, including but not limited to, providing the website URLs to the RLS, and notifying the RLS of the establishment of any new IDX websites or change of URL.
3. Participants may not under any circumstances make available for search by or display on their IDX websites the following information:
  - a. Expired, withdrawn, pending/do not show, or sold listings;
  - b. Compensation offered to other RLS participants;
  - c. The type of listing agreement for a property;
  - d. Sellers' or occupants' names, phone numbers or email addresses where available; or
  - e. Instructions or remarks intended for cooperating brokers only, such as those regarding showing or security of the listed property.
4. RLS Brokerages may not use IDX-listings for any purpose other than to display such listings on their IDX website using a URL(s) authorized by RLS. This does not require Participants to prevent indexing of IDX listings by recognized search engines.
5. RLS Participants who do not allow their exclusive listings to be displayed in any IDX website may not, in turn, participate in IDX or display other firm's exclusives.
6. IDX listing content (photos, floor plan, web description and data) authorized by the RLS for display on RLS Brokerage websites may not be changed. However, RLS Brokerages can modify their individual websites to present IDX listings using objective criteria such as geography or location (e.g., "uptown," "downtown," etc.), list price, type of property (e.g. condominiums, cooperatives, townhouse, etc.). Selection and display of listings must be independently made by each participating RLS Participants.
7. All IDX listings displays shall include the following disclaimer:
  - a. "This information is not verified for authenticity or accuracy and is not guaranteed and may not reflect all real estate activity in the market. ©2014 REBNY Listing Service, Inc. All rights reserved."  
Participants and their affiliated Subscribers, if applicable, shall indicate on their IDX websites that IDX information is provided exclusively for consumers' personal, non-commercial use and that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.
8. As is the case with VOWs already in use, all detailed listing information must display the listing firm name in a reasonably prominent location and in a readily visible color and a typeface not smaller than the median font size used in the display of listing data.
9. As is the case with VOW's already in use all listings displayed pursuant to these IDX Rules shall identify the listing firm.

10. Listings that belong to Participants other than the displaying Participant must be clearly identified as belonging to the listing Broker. Under no circumstance may Participant or its users display listings of other Participants in a manner that leads the viewer to believe that they are the listings of the participating RLS firm.
11. Participants shall not modify or manipulate information relating to other Participants' listings on their IDX websites. This limitation does not affect the IDX website design but refers specifically to changes to actual listing information. IDX provided listings may be augmented with additional data not otherwise prohibited from display so long as the source of the additional data is clearly identified. This requirement does not restrict the format of IDX provided listings' display or display of fewer than all of the available listings or fewer authorized data fields.
12. Participating RLS Brokerages must disable within their proprietary website: (a) the ability for consumers to write public comments or reviews about particular listings or displays a hyperlink to such comments or reviews in immediate conjunction with particular listings, (b) display of automated estimates of the market value of the listing, (c) the ability to "share" or post IDX listings on third party sites, social media, etc.
13. Participants and Subscribers shall maintain a means (e.g., e-mail address, telephone number) to receive comments about the accuracy of any data or information that is added by or on behalf of the Participant or Subscriber beyond that supplied by RLS and that relates to a specific property displayed on the IDX website. Participants and Subscribers shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing Participant or the listing Subscriber for the property explaining why the data or information is false. However, Participants and Subscribers shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice or professional judgment.
14. IDX provided listings may ONLY be displayed on websites of Participants and Subscribers and may not be commingled with data from other sources for use on any websites of non-Participants, even if such websites are owned or operated by Participant or Subscribers.
15. Websites displaying IDX provided listings must be controlled by a Participant or Subscribers and advertised as the Participant's or Subscriber's IDX website. The IDX website must also clearly identify the brokerage under which they perform real estate sales activities in a readily visible color and typeface.
16. RLS shall charge participation fees and charges to be approved annually by the REBNY Residential Board of Directors.
17. Listings or property addresses of sellers who have directed their listing brokers to withhold their listing or property address from display on the Internet (including, but not limited to, publicly accessible websites or VOWs) shall not be accessible via IDX Participant or Subscriber websites.
18. Participants must refresh all RLS downloads and refresh all RLS data at least once every three (3) days.
19. The number of IDX provided listings that consumers can retrieve or download in response to an inquiry shall be limited to twenty-five hundred (2,500) listings.
20. The right to display other Participant's listings pursuant to IDX shall be limited to a Participant's office(s) holding participatory rights in RLS.
21. Participants are required to employ appropriate security protection such as firewalls, provided that any security measures required are not greater than those employed by RLS.
22. IDX operators must maintain an audit trail of consumer activity to the Participant's or Subscriber's IDX website and make that information available to RLS if the RLS believes the IDX website has caused or permitted a breach in the security of the IDX-provided listings or a violation of RLS Rules related to use

by consumers.

23. Except as provided in the RLS/IDX Rules or elsewhere in the RLS Rules and Regulations, RLS Brokerages or licensed real estate agents, or vendors, may not distribute, provide, or make any portion of the RLS Database or Compilation available to any person or entity for any purpose.
24. Deceptive or misleading advertising (including co-branding) on pages displaying IDX-provided listings is prohibited. For purposes of these IDX Rules, co-branding will be presumed not to be deceptive or misleading if the RLS Brokerage's logo and contact information is larger than that of any third party.
25. Non-principal brokers and sales licensee's affiliated with IDX Participants may display information available through IDX on their own IDX websites subject to their Participant's consent and control and the requirements of state law and/or regulation.