

Monmouth County Association of REALTORS®

Section 2. **INTERNET DATA EXCHANGE (IDX)** – IDX affords MLS Participants the option of authorizing display of their active listings on other Participants' Internet websites.

- 2.1 **AUTHORIZATION:** Participants' consent for display of their active listings by other Participants pursuant to these rules and regulations must be established in writing. If a Participant withholds consent on a blanket basis to permit the display of that Participant's listings, that Participant may not download or frame the aggregated MLS data of other Participants.
- 2.2 **PARTICIPATION:** Participation in IDX is available to all MLS Participants who consent to display of their listings by other Participants.
- 2.3 **DISPLAY:** Display of listing information pursuant to IDX is subject to the following rules:
 - 2.3.1 Participants must notify the MLS of their intention to establish an IDX site and make their site directly accessible to the MLS for purposes of monitoring/ensuring compliance with applicable rules and policies.
 - 2.3.2 Participants must protect IDX information from misappropriation by employing reasonable efforts to monitor and prevent "scraping" or other unauthorized accessing, reproduction or use of the MLS database
 - 2.3.3 Listings displayed pursuant to IDX shall contain only those fields of data designated by the MLS. Display of all other fields (as determined by the MLS) is prohibited.
 - 2.3.4 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 Web sites or VOWs) shall not be accessible via IDX sites. Notwithstanding this prohibition, listing brokers may display on their IDX sites or their other Web site(s) the listing or property address of consenting sellers.
 - 2.3.5 Participants may exclude listings from display on their IDX sites based only on objective criteria including, but not limited to, factors such as geography, list price, type of property, or cooperative compensation offered by listing brokers. Examples include property type ("condos," "single family detached," "multi-family," etc.), price, or location ("downtown").
 - 2.3.6 Participants shall not modify or manipulate information relating to other Participants listings. (This is not a limitation on site design but refers to changes in actual listing data).
 - 2.3.7 The right to display other Participants' listings pursuant to IDX shall be limited to a Participant's office(s) holding participatory rights in this MLS.
 - 2.3.8 When displaying listing content, a participant or user's IDX site must clearly identify the name of the brokerage firm under which the participant operates, in a readily visible color and typeface.
 - 2.3.9 All listings displayed pursuant to IDX shall identify the listing firm.
 - 2.3.10 All listings displayed pursuant to IDX shall identify the listing agent.
 - 2.3.11 Listing information downloaded and/or otherwise displayed pursuant to IDX shall be limited to properties listed on an exclusive right to sell and exclusive agency basis. (Office exclusive listings will not be forwarded to IDX sites.)
 - 2.3.12 All listings displayed pursuant to IDX shall show the MLS as the source of the information.
 - 2.3.13 Participants (and affiliated licensees, if applicable) must refresh all downloads and refresh all data at least once every two (2) days.
 - 2.3.14 Participants (and their affiliated licensees, if applicable) shall indicate on their websites that IDX information is provided exclusively for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.
 - 2.3.15 No portion of the IDX database shall be used or provided to any person or entity for any purpose other than those expressly provided for in these rules.

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