

individual PMAR IDX MLS links, unless all licensees in the office are PMAR REALTOR® Members and PMAR MLS Subscribers.

17.3.2 An "Internet Data Exchange" logo indicating that the listing was provided through the PMAR IDX broker reciprocity program shall display in lieu of any listing agency information. PMAR IDX reports (short views or full views) will not carry any information to identify the listing agency, listing agent, or means of contacting them. Providing, however, that any "smart" framed site may display the listing office logo, agency name, agent name, and contact means for those listings belonging to the PMAR IDX Participant owning the web site.

17.3.3 Reports generated through the IDX process will not carry any information regarding the owner's name or directions to the property, or such other information as the MLS may hereafter preclude.

17.3.4 All websites offering PMAR IDX must carry a PMAR MLS Committee approved disclaimer. The disclaimer must indicate that any PMAR IDX listings displayed with the Internet Data Exchange logo are not necessarily the listings of the PMAR IDX Participant owner of the web site. The logo and disclaimer must appear on each PMAR IDX full report in addition to either the home page or the IDX search page of the website. The following disclaimer has been approved for such use by the MLS Committee:

"The data relating to real estate for sale on this web site includes listings held by MLS-IDX Participants of the Internet Data Exchange program of the Multiple Listing Service of the Pocono Mountains Association of Realtors®. Listings marked with the Internet Data Exchange logo are not necessarily the listings of the owner of this web site. All listing data is the copyrighted property of the aforesaid Association and its MLS-IDX Participants with all rights reserved. The information contained herein is believed to be accurate, but no warranty as such is expressed or implied."

All displays of PMAR IDX MLS listings must contain the PMAR IDX MLS datafields, the PMAR IDX MLS logo, and the PMAR IDX MLS disclaimer, and must be in the standard PMAR IDX MLS display formats required by the PMAR MLS Committee. All disclaimers must be displayed in not less than 10 point font size in Times New Roman bold or other MLS Committee approved font.

17.3.5 All table (or short view) PMAR IDX MLS listings will carry the Internet Data Exchange logo at the end of the row of each listing displayed but need not carry the disclaimer. The Internet Data Exchange logo includes the PMAR IDX MLS registered service mark (SM). Use of the Internet Data Exchange logo is limited to PMAR IDX Participants and their qualified PMAR IDX Subscribers.

To avoid misrepresentation, all references to PMAR IDX searching and displays must be accurate. For example: "Search the MLS" represents searching the full MLS where as "Search the MLS for Homes" represents only searching the full MLS "Residential" property class. Similarly, note the distinction between an IDX link of "Residential" (meaning all of the Residential property class) versus "Residential - over \$200,000" (meaning a portion of the Residential property class). Where PMAR IDX links are filtered to display only a portion of the PMAR IDX MLS listings of any property class and a separate IDX link is not offered for the full property class, the following disclaimer shall be displayed as the first disclaimer on each full