Memo

To: All Matrix MLS® Users

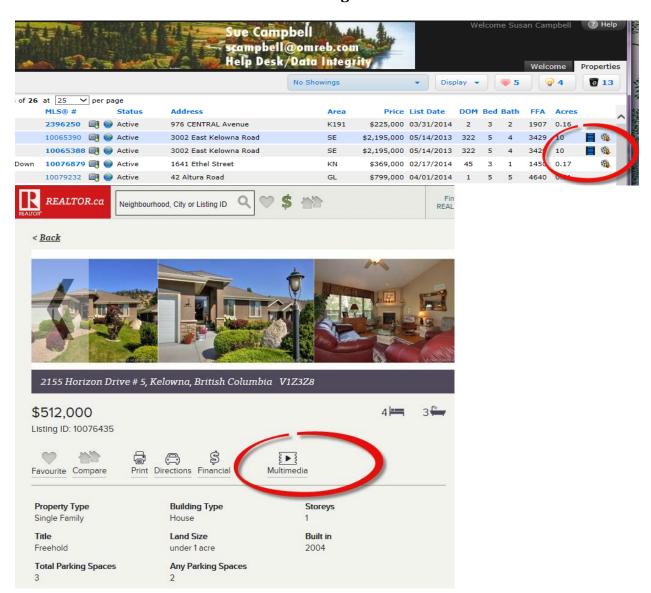
From: Sue Campbell, Data Integrity

Date: April 3, 2014

RE: MATRIX® NOTICE: Use of Multi Media Links

Members are reminded that the *Additional Photos* links and *Virtual Tour* links offered for MLS® Listings in Matrix® must go directly to the "Tour" or "Added Photos" fields for the Specific Listing.

These Multi Media links appear in the Matrix Client Portal, Realtor.ca and additional public websites where data has been authorized to go.



Please check that you are using your "Virtual Tour" and "Additional Photos" links correctly -- as set out in OMREB Regulation below:

7.14 Multi Media Links

All multimedia links made available on REALTOR.ca if implemented by the OMREB, namely: alternate feature sheet – field 63; virtual tour – field 64; sound bites – field 65; sales brochure – field 66; additional photos – field 67; and Board preferred map service to locate property – field 84, must be limited to property specific information and advertisement of private sales is not permitted on those links.

Further, webpages linked directly from REALTOR.ca through multimedia links must not indicate where private sale information can otherwise be located. Webpages linked directly from REALTOR.ca through multimedia links or 'REALTOR® Website' links cannot automatically redirect users to a third party site. In accordance with The Canadian Real Estate Associations' MLS® Technology Council's Policy, multimedia links are to be limited to their respective fields. This ensures that REALTOR.ca displays information that consumers expect to see on the link they wish to use. MLS® Systems are member to member cooperative systems and members who participate on REALTOR.ca (which is a member developed and financed site) must respect the member to member facet in all multimedia links provided in association with REALTOR.ca.

Seller contact information must not be displayed on webpages that are linked directly from REALTOR.ca through multimedia links. The listing REALTOR®/brokerage website may be linked directly from REALTOR.ca through the 'REALTOR® Website' link that appears on REALTOR.ca feature sheets, but this specific webpage of the REALTOR®/brokerage website must not display seller contact information. As well, members can include in the General Description – field 27 (known as Internet Remarks in OMREB's MLS® system) a comment to "see my website for further information" without specifying the nature of such additional information.

(Added 17/11/11)

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