

Fellow Blue Heron Bay P.O.A. Members,

I am writing you on behalf of the Blue Heron Bay Board of Directors to express our concerns over the use of the website forum, **Nextdoor**. As communicated in the attached minutes from the third quarter Board meeting, the company, Nextdoor, is based in San Francisco, California, currently employs over 100 highly paid professionals, and has obtained over \$100 Million Dollars in funding from several successful venture capitalists. They make bold claims on their website that they will never sell your information or charge for membership, but that business plan is simply not sustainable. It is not a matter of if, but when, this company will begin selling your personal information. The most likely first target to sell our personal information to will be Real Estate firms and the local advertising market, which is estimated to be worth in excess of \$15 billion. **We believe that the continued use of this website forum poses a threat to the overall security, right to privacy, and property values of our overall P.O.A. membership.**

The **Nextdoor** privacy policy can be accessed from the website link below.

HYPERLINK "https://nextdoor.com/privacy_policy/" https://nextdoor.com/privacy_policy/

Their privacy policy basically allows them to do anything that they please with the information that they are gathering. Most troubling is that this information includes community information from both members and non-members of the Nextdoor site. **Nextdoor is able to gather non-member personal information in several ways, but just the act of you sending out an invitation, even if it is not accepted, is one way that they harvest this data.** We believe that the majority of, if not all of, the BHB Property Owners that accepted an invitation and signed up for an account on this site are unaware of the associated privacy risks. **The Nextdoor privacy policy clearly states that they will not delete information once it is "harvested"**. Rumors and misinformation can be spread on this site faster than anyone could ever set the record straight, and once misinformation is posted, it is the property of this company in California, **Nextdoor**, and there is no taking it back. We don't have driveby shootings, rampant burglaries, or man eating alligators in Blue Heron Bay, but an outside party in the market to buy a house in Blue Heron Bay might think otherwise after reading some of the recent posts.

Members that have a **Facebook account** and sign in with it have unwittingly allowed **Nextdoor** access to all of the data contained on their Facebook accounts. **It is a criminal's dream come true to be able to link physical addresses to personal information on Facebook.** Nextdoor is already sharing the information that it has gathered with several governmental agencies. While this may be okay for individuals that have knowingly consented to this **invasion of privacy**, it is not okay to share an entire community's information without everyone's consent. The Board takes our membership's right to privacy very seriously and feels that the continued use of this forum undermines the efforts of the Board to safeguard the privacy of our P.O.A. members. **While a team of very slick attorneys has done a pretty good job of safeguarding themselves against the possibility of a lawsuit, the members posting to this site do not enjoy the same indemnities.**

It is our hope that everyone will move quickly to **help minimize the risks** that continued participation in the **Nextdoor** forum poses to our community. The board has met with Charles Laine to discuss these concerns. While it may not be feasible to delete the information from the National database that **Nextdoor** has gathered to date, we can certainly **minimize the associated**

risks by discontinuing the use of this forum and communicating via more secure media such as the official Blue Heron Bay website, emails, phone calls, and face to face conversations.

The Board recognizes the need for improved communications via the official Blue Heron Bay website at HYPERLINK "http://www.blueheronbay.com" www.blueheronbay.com. We have recently gained ownership and control of the domain, which provides us with numerous opportunities for enhanced communications. One option allows for members to receive an email notification each time a new post is added to the website. Another option includes the possibility of setting up a secure forum that is tied to the official Blue Heron Bay website. **If you would like to have your email address set up to receive automatic notifications from the Blue Heron Bay official site, please send an email to Jeremy Dozier authorizing him to do so.**

Thank you for your time and consideration. Sincerely,

Mike Howard
Blue Heron Bay President