

Privacy Policy

Effective Date: 4/1/2025

Last Updated: 4/1/2025

1. Introduction

Habitat Apartments ("Company," "we," "us," or "our") respects your privacy and is committed to protecting the personal information of our residents, applicants, and website visitors. This Privacy Policy explains how we collect, use, store, and share personal information when you interact with our services, including:

- ProspectPortal (when you inquire about renting a property)
- Online Application (when you apply for a rental unit)
- ResidentPortal (when you make payments, submit maintenance requests, or manage your lease)

This policy complies with the Colorado Privacy Act (CPA), California Consumer Privacy Act (CCPA/CPRA), and other applicable privacy laws.

2. Personal Information We Collect

We collect the following types of personal information:

A. Information You Provide Directly

- Name, address, phone number, and email address
- Date of birth and government-issued ID (e.g., driver's license)
- Social Security Number (SSN) or Taxpayer Identification Number (TIN)
- Employment and income verification details
- Financial information (bank account, credit/debit card numbers)
- Rental history and references

B. Information Collected Automatically

When you visit our website or use ResidentPortal, we may collect:

- IP address and device information
- Cookies and tracking data (for analytics and security)
- Geolocation data (if you enable location tracking)

C. Information from Third Parties

We may receive additional information from:

- Credit reporting agencies (for tenant screening)
- Background check services (for criminal or eviction history)
- Public databases and social media (if publicly available)

D. Information from Minors

We do not knowingly collect data from or market to minors.

3. How We Use Your Information

We use your personal information for the following purposes:

Rental Application Processing – Screening applicants, verifying identity, and assessing rental eligibility. We do not use AI to make consequential decisions regarding your permission to use our services, i.e., approving or denying a rental application.

Lease & Property Management – Managing lease agreements, collecting rent, and processing maintenance requests.

Communication – Sending account updates, rent reminders, and important property notices.

Security & Fraud Prevention – Detecting and preventing fraud, unauthorized access, and illegal activities.

Legal & Regulatory Compliance – Complying with state and federal laws, including tax and fair housing regulations.

4. How We Share Your Information

We do not sell your personal information. However, we may share it with:

- Service Providers & Vendors – Third-party platforms (e.g., Entrata) for property management, payment processing, and tenant screening.
- Legal & Regulatory Authorities – Law enforcement or government agencies if required by law.
- Property Owners & Investors – If your lease is associated with a specific property owner or investment group. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- Utility & Service Providers – To set up or transfer utilities in your name (with your consent).

5. Your Privacy Rights (Colorado Residents)

Under the Colorado Privacy Act (CPA), you have the following rights:

Right to Access – Request a copy of the personal information we have collected about you.

Right to Correct – Request corrections to inaccurate personal data.

Right to Delete – Request deletion of your personal information, subject to legal exceptions.

Right to Opt-Out – Opt out of targeted advertising and data sales (we do not sell your data).

To exercise your rights, please contact us at [Your Email] or [Phone Number]. We will respond within 45 days as required by law.

6. Data Security & Retention

We implement industry-standard security measures to protect your personal information. However, no method of transmission over the internet or information storage technology is 100% secure.

- How long we keep data: We retain personal information for the duration of your lease plus six years, or as required by law. When we have no ongoing legitimate business need to process your personal information we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.
- How we protect data: Encryption, access controls, and regular security audits.

7. Cookies & Tracking Technologies

We use cookies and similar tracking technologies for:

- Site functionality and login authentication

- Security and fraud detection
- Analytics and performance tracking

You can manage your cookie preferences in your browser settings.

8. Contact Us

If you have questions about this Privacy Policy or your data rights, contact us:

Habitat Apartments

habitat@firststrangemanagement.com

303.530.2212

6255 Habitat Drive

Boulder, CO 80301

For legal complaints or formal privacy requests, you may also contact the Colorado Attorney General's Office at [CO AG Contact Info].

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Last Updated" date.