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# Privacy Policy

**Last Updated: 12/8/2025**

**Elevation Real Estate & Management** (“Elevation,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information collected in connection with leasing and renting housing in the State of Arkansas. This Privacy Policy explains what information we collect, how we use it, and your rights under applicable Arkansas and federal laws.

If you have questions, contact us at:

[info@elevationrm.com](mailto:info@elevationrm.com) / 479-715-8045 / 4024 Wagon Wheel Road, Springdale, AR 72762

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## 1. Information We Collect

We collect only the information reasonably necessary to evaluate a rental application, execute and manage a lease, and comply with Arkansas and federal law.

### A. Personal Information

- Full name
- Contact details (address, phone, email)
- Date of birth
- Government-issued ID (driver’s license or state ID number)
- Social Security Number (used only for lawful screenings)

### B. Application & Tenancy Information

- Employment and income details
- Rental history and references
- Pet information (if applicable)
- Communication records related to tenancy

### C. Financial Information

- Payment information (e.g., bank info if provided voluntarily for ACH)
- Credit history (via authorized credit checks)
- Proof of income (pay stubs, W-2s, etc.)

## **D. Background Check Information**

- Criminal history (as permitted under Arkansas and federal law)
- Eviction history
- Identity verification

## **E. Website or Online Portal Information**

If you apply online or access our website, we may collect:

- IP address
  - Device or browser type
  - Website usage data through cookies or similar technologies
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# **2. Purpose of Collecting Information**

We use your information for legitimate business purposes, including:

- Processing rental applications
- Verifying identity, employment, income, and rental history
- Conducting background and credit screenings
- Preparing and executing leases
- Communicating regarding tenancy and property matters
- Processing rent payments, deposits, and refunds
- Responding to maintenance requests
- Enforcing lease terms or collecting unpaid balances
- Complying with Arkansas law, federal housing regulations, and court orders
- As otherwise allowable by applicable law

**We do not sell your personal information under any circumstances.**

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# **3. How We Share Information**

We share personal information only as needed for rental-related services or as required by Arkansas or federal law. This may include:

- Credit reporting agencies
- Background check providers
- Payment processors and banking institutions
- Property owners (if applicable)

- Licensed contractors or maintenance vendors (limited contact info only)
- Attorneys, courts, or law enforcement when legally required
- Insurance companies
- Software and property-management system providers
- As otherwise required by applicable law

All third parties must handle your information securely and confidentially.

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## 4. Arkansas-Specific Notice

Arkansas does **not** currently have a comprehensive state privacy act like some other states (e.g., California). However, Elevation voluntarily adheres to strong privacy practices consistent with industry standards, including:

- Collecting only information that is reasonably necessary
  - Protecting Social Security Numbers under Ark. Code § 4-110 (Personal Information Protection Act)
  - Notifying individuals promptly in the event of any data breach affecting sensitive information, as required by Arkansas law
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## 5. Data Security

We implement commercially reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access or disclosure. While we strive to use best practices, no system is completely secure.

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## 6. Data Retention

We retain personal information only for as long as necessary to:

- Process applications
- Maintain tenancy records
- Satisfy legal, tax, and accounting obligations
- Resolve disputes or enforce lease terms

When no longer required, we securely delete or anonymize the data.

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## 7. Your Rights (Arkansas Residents)

Under Arkansas and federal law, you may request:

- **Access** to the personal information we hold about you
- **Correction** of inaccurate information
- **Deletion** of data not required for legal or operational purposes
- **A copy of your rental application information**
- **An explanation of decisions involving credit or background checks**, as required under the Fair Credit Reporting Act (FCRA)

To make a request, contact us at [info@elevationrm.com](mailto:info@elevationrm.com) / 479-715-8045 / 4024 Wagon Wheel Road, Springdale, AR 72762

We may need to verify your identity before fulfilling your request.

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## 8. Cookies & Online Tracking

Our website may use cookies to improve the user experience. You may disable cookies in your browser settings, although some site features may not function properly.

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## 9. Children's Privacy

We do not knowingly collect data from individuals under age 18. If such information is discovered, we will delete it promptly.

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## 10. Changes to This Privacy Policy

We may update this policy from time to time. Changes will be posted with a new "Last Updated" date. Continued use of our services signifies acceptance of updated terms.

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# 11. Contact Us

For questions, requests, or concerns regarding this Privacy Policy, please contact:

**Elevation Real Estate & Management**

**4024 Wagon Wheel Road, Springdale, AR 72762**

**479-715-8045**

**[info@elevationrm.com](mailto:info@elevationrm.com)**

By continuing, you agree to receive informational and marketing messages and calls from us (including using an auto-dialer or artificial/prerecorded voice) about our properties at the number you provided (if provided), and you agree to our Terms and Privacy Policy. Consent is not a condition of purchase. Text HELP for info and STOP to cancel. Message frequency varies. Message and data rates may apply.