

Privacy Policy – BDC Property Services

BDC Property Services (“BDC Property Services,” “we,” “us,” or “our”) shares your concerns about the protection of the personal information we collect from our users (“you” or “your”). This Privacy Policy governs the websites that BDC Property Services and our affiliates, subsidiaries, and related entities operate (individually and collectively, the “Site”).

This Privacy Policy comprises a key portion of our Terms of Use and is subject to the terms and conditions contained therein. You should read both the Terms of Use and this Privacy Policy before sharing any personal information with BDC Property Services or before using the Site. By using the Site, you agree to this Privacy Policy and our Terms of Use. If you do not agree, please discontinue use of the Site immediately.

What This Policy Governs

We collect only the personal information reasonably necessary to provide our services. This Privacy Policy explains what personal information we collect, how it is used, and how you may request changes or limit its use.

We take reasonable precautions to protect the privacy of visitors to our Site, including residents, guarantors, applicants, prospective residents, clients, and prospective clients.

This Site may contain links to third-party websites not controlled by BDC Property Services. We are not responsible for their privacy practices or content.

What Information We Collect

BDC Property Services collects two types of information:

1. Personally Identifiable Information (PII)

Information that identifies you, including:

- Name
- Address
- Email address
- Phone number
- Social Security number
- Date of birth

We collect this information when you submit forms, contact us, use portals, or respond to surveys. Providing this information is voluntary but may be required for services.

2. Tracking Data

Automatically collected information such as:

- IP address
- Browser and device type
- Pages visited and time spent
- Referring websites
- Directly from individuals
- Automatically through websites and other software platforms
- From third parties, including public records, credit bureaus, and background check services

Information by User Type

Residential Applicants & Guarantors

- Name, address, phone, email
- Social Security number
- Date of birth
- Housing preferences

Current Residents

Used to manage residency and communication. Limited data may be shared with service providers.

Prospective Residents & Clients

Used for marketing and leasing outreach.

Employment Applicants

Used for employment evaluation and onboarding.

Cookies and Tracking Technologies

We use cookies to improve user experience and site performance.

- Functionality cookies
- Analytics cookies
- Advertising cookies

Analytics (Google Analytics)

We use Google Analytics to evaluate Site usage.

How We Use Your Information

- Operate and improve services
- Communicate with users
- Process applications
- Provide customer support
- Ensure legal compliance
- Prevent fraud
- Maintenance requests
- Access logs
- Smart device date

Sharing of Information

BDC Property Services does not sell personal information.

Information may be shared with service providers, vendors, or legal authorities when required, or as otherwise required or authorized by law.

Security

We implement reasonable safeguards but cannot guarantee absolute security.

We comply with New York SHIELD Act, to the extent required by law.

Email Communications & Opt-Out

You may opt out of marketing emails but will still receive required operational communications.

Data Retention

We retain personal information as necessary to fulfill services and legal obligations. This data will be retained as long as reasonably necessary.

Personal information is not used to discriminate against protected classes under applicable law.

Your Rights and Choices (U.S.)

You may request access, correction, or deletion of your personal information.

Children

Our Site is not intended for individuals under 16.

How to Contact Us

BDC Property Services

Attn: Privacy Policy Officer

11 Herbert Dr, Suite 3

Latham, NY 12110

Email: leasing@thebdcgroup.com

Changes to This Policy

We may update this Privacy Policy at any time. Continued use of the Site constitutes acceptance of updates.

Fair Housing & Anti-Discrimination

Personal information is not used to discriminate against protected classes under applicable law.