

HACKBERRY LANE MANAGEMENT

Privacy Policy

Effective Date: May 28, 2025 | Last Updated: May 28, 2026

Hackberry Lane Management ("Hackberry Lane," "we," "us," or "our") operates student housing communities under the Haven and Old Row subbrands. This Privacy Policy explains how we collect, use, disclose, and protect personal information submitted through our websites and online platforms, including leasing portals and application systems.

By using our websites or submitting information through our platforms, you agree to the terms of this Privacy Policy.

1. Information We Collect

a. Contact Form Submissions

When you contact us through our website, we may collect:

- Full name
- Email address
- Phone number
- The nature of your inquiry

b. Rental Applications

When you submit a rental application, we collect additional personally identifiable information, which may include:

- Social Security Number (SSN)
- Date of birth
- Government-issued identification
- Employment and income information
- Rental history and references
- Co-signer or guarantor information

c. Payment Information

When processing application fees, deposits, or rent payments, we collect:

- Payment card information
- Bank account details (for ACH transactions)
- Billing address

Payment transactions are processed through secure, PCI-DSS compliant third-party payment processors. Hackberry Lane does not store full payment card numbers on our systems.

d. Automatically Collected Information

When you visit our websites, we may automatically collect:

- IP address and browser type
- Pages visited and time spent on site
- Referring URLs
- Device and operating system information

This information is collected through cookies and similar tracking technologies. You may disable cookies through your browser settings, though doing so may affect site functionality.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To process and evaluate rental applications
 - To communicate with prospective and current residents
 - To process payments and deposits
 - To conduct background and credit screening
 - To comply with applicable federal, state, and local laws
 - To improve our websites and services
 - To send you relevant information about available units, promotions, or community updates (with your consent)
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3. Sharing of Information

a. Property Management and Leasing Platforms

We share applicant and resident information with Entrata, our property management software provider, to facilitate leasing, payments, maintenance requests, and communications. Entrata's use of your data is governed by their own privacy policy, available at entrata.com.

b. Background and Credit Screening

With your authorization, we share application information with third-party screening providers to conduct background, credit, and eviction history checks as part of the application review process.

c. Legal and Compliance

We may disclose your information when required by law, court order, or governmental authority, or when we believe disclosure is necessary to protect the rights, property, or safety of Hackberry Lane, our residents, or others.

d. Business Transfers

In the event of a merger, acquisition, or sale of company assets, your personal information may be transferred as part of that transaction. We will notify you of any such change through our websites or by direct communication.

e. No Sale of Personal Information

Hackberry Lane does not sell, rent, or trade your personal information to third parties for their marketing purposes.

4. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by applicable law. Application records, including denied applications, are typically retained for a minimum of three years in accordance with Fair Housing regulations. Resident records are retained for a minimum of seven years following lease termination.

5. Data Security

We implement reasonable technical and organizational safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include encrypted data transmission (SSL/TLS), access controls, and secure third-party platforms.

While we take data security seriously, no method of transmission over the internet or method of electronic storage is 100% secure. We cannot guarantee absolute security of your information.

6. Your Rights and Choices

Depending on your state of residence, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information, subject to legal retention obligations
- Opt out of marketing communications at any time

To exercise any of these rights, please contact us using the information in Section 9 below. We will respond to verified requests within 30 days.

7. Children's Privacy

Our websites are not directed to individuals under the age of 18. We do not knowingly collect personal information from minors. If you believe we have inadvertently collected information from a minor, please contact us immediately and we will take steps to delete it.

8. Third-Party Links

Our websites may contain links to third-party websites, including listing platforms such as Apartments.com. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies independently.

9. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy, please contact us at:

Hackberry Lane Management

Attn: Privacy Inquiries

Email: privacy@hackberrylane.com

Phone: 646-256-4496

Mailing Address: 107 N 1st Street, 2nd Floor, Brooklyn, NY 11249

10. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will update the "Last Updated" date at the top of this page. We encourage you to review this policy periodically. Continued use of our websites following any update constitutes your acceptance of the revised policy.
