

Privacy Policy

Ridge45 Apartments | www.ridge45.com

This Privacy Policy is effective as of the closing of the acquisition of Ridge45 Apartments by New Ridge 45, LLC (the "Effective Date").

1. Introduction

This Privacy Policy describes how New Ridge 45, LLC ("we," "us," or "our"), together with our property manager, Medallion Management, collect, use, and share personal information in connection with Ridge45 Apartments, located at 1555 Ridge Blvd, Traverse City, MI 49686 (the "Property"), including through our website at www.ridge45.com, our online rental application, and our resident portal at ridge45.residentportal.com (collectively, the "Site").

This Policy applies to prospective residents, current residents, and other visitors to the Site. It does not apply to information we collect from job applicants or employees, which is addressed in a separate notice.

2. Information We Collect

2.1 Information You Provide to Us

- Contact and inquiry information: your name, email address, phone number, preferred contact method, and the content of any message you send us, collected when you use a contact form or request a tour.
- Rental application information: your full legal name, date of birth, Social Security number or other government identification number, current and prior addresses, employment and income information, co-applicant or guarantor information, rental history, and information you authorize us to obtain from a consumer report, background check, or credit report, collected when you submit a rental application.
- Resident portal information: payment method details (processed by our payment processor), maintenance request details, and communications with property staff, collected if you become a resident and use the resident portal.

2.2 Information Collected Automatically

- Device and usage information such as IP address, browser and device type, pages viewed, and referring website, collected through cookies and similar technologies, including Google Analytics and the Meta (Facebook) Pixel.

2.3 Information From Other Sources

- Information from our tenant screening provider in connection with processing your rental application. Screening is currently performed through Entrata, Inc.'s screening service and will transition to Medallion Management following completion of the property management transition.

- Information transferred to us from the Property's prior owner or manager in connection with our acquisition of the Property, to the extent necessary to continue managing existing leases and resident relationships.

3. How We Use Personal Information

- To process rental applications and make leasing decisions.
- To manage the resident relationship, including rent payment, maintenance requests, and communications with residents.
- To operate, maintain, secure, and improve the Site.
- For marketing and advertising, including through Google Analytics and the Meta Pixel, as described in Section 5.
- To comply with legal obligations, including fair housing laws, the federal Fair Credit Reporting Act, and tax and accounting recordkeeping requirements.
- To protect the safety and security of the Property, our residents, and our systems.

4. How We Share Personal Information

We share personal information with the following categories of third parties:

- Entrata, Inc., which provides the property management software and website platform used to operate the Site, and which currently provides tenant screening, background check, and credit reporting services.
- Payment processors engaged through the resident portal, to process rent and fee payments.
- Medallion Management, our property manager, which is engaged to manage day-to-day operations of the Property and which will assume tenant screening functions following the property management transition.
- Google and Meta, for website analytics and advertising purposes.
- Other service providers who support our business operations, such as IT, accounting, and legal service providers.
- Government agencies, regulators, or other third parties where required by law, legal process, or to protect the rights, property, or safety of our residents, the public, or us.
- A successor owner, lender, or operator, in connection with a sale, financing, merger, or other transfer involving the Property.

5. Cookies and Tracking Technologies

The Site uses cookies and similar technologies, including Google Analytics and the Meta Pixel, to understand how visitors use the Site and to support advertising. You can manage your preferences using the "Cookie Preferences" link on the Site. Where required by applicable law, we will honor recognized universal opt-out signals, such as Global Privacy Control, as a valid request to opt out of the sale or sharing of personal information for targeted advertising.

6. Your Privacy Rights

Depending on your state of residence, you may have some or all of the following rights with respect to your personal information: the right to know what personal information we have collected about you; the right to request deletion of your personal information; the right to correct inaccurate personal information; the right to opt out of the sale or sharing of your personal information or its use for targeted advertising; and the right not to be discriminated against for exercising these rights. The specific rights available to you, and the process for exercising them, depend on the law of your state of residence.

To exercise any of these rights, contact us using the information in Section 10. We will need to verify your identity before responding to certain requests.

7. Data Retention

We retain personal information for as long as you are a prospective or current resident, and for up to seven (7) years following the end of your application or residency, as needed to satisfy our legal, accounting, tax, and recordkeeping obligations. We may retain information for a longer period where required by law or necessary to resolve disputes or enforce our agreements.

8. Data Security

We maintain administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, or disclosure. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Children's Privacy

The Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13.

10. Changes to This Policy and Contact Information

We may update this Policy from time to time. We will post any revised version on the Site with an updated Effective Date. If you have questions about this Policy or wish to exercise your privacy rights, contact us at:

New Ridge 45, LLC

Attn: Privacy

1555 Ridge Blvd

Traverse City, MI 49686

Phone: (231) 331-8597

Or via the Contact Us form at www.ridge45.com