

Rachuba Website Privacy Policy

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Introduction

Rachuba Management, Inc. (“**The Rachuba Group**,” “**Rachuba**,” “**We**,” or “**Us**”) respects your privacy and we are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website <https://www.rachuba.com/> or our affiliate, subsidiary, and various individual community websites (collectively, our “**Websites**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On our Websites.
- In email, text, and other electronic messages between you and the Websites.
- Through mobile applications you download from us, either directly from the Websites or from the software platform of your choice, and which provide dedicated non-browser-based interaction between you and the Websites.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.
- Us offline, including in person, over the phone, through the mail, and in paper or other non-digital format.
- When you apply for residence with one of our properties or communities.
- From our subsidiaries and affiliates, if those entities link to this privacy policy.

It does not apply to information collected by:

- Any third party, including through any application or content (including advertising) that may link to or be accessible from or through the Websites.
- Us about current, former, or prospective employees.
- Us about any individual, party, or entity with whom we have only a business-to-business or commercial relationship.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your option is to not use our Websites and not provide information to us. By accessing or using the Websites or otherwise providing information to us after this privacy policy has been presented or made available to you, you agree to this privacy policy. The terms of this privacy policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of our Websites or your choice to continue providing information to us after we make changes to this

privacy policy is deemed to be acceptance of those changes, so please check this page periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Websites and current or prospective residents of our properties and communities, including information:

- By which you may be personally identified or that is linked or can be reasonably linked to you, such as current and former legal name, current and past postal addresses, email address, telephone number, social security number, other government identifiers (such as driver's license number, passport number, or state identification number), proof of residency, employment information and history, income information and history, financial information and history, criminal history, or any other identifier by which you may be contacted online or offline (collectively, "**personal data**" or "**personal information**");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Websites, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Websites. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners.

We may also collect or receive personal information about you that is provided by a current or prospective resident of our properties or communities. This may include contact, employment, residence, and other information about you that is needed to conduct reference and background checks of our current and prospective residents. We will not use or disclose this personal information for any purpose other than as needed to conduct reference and background checks of our current and prospective residents.

Information You Provide to Us

The information we collect on or through our Websites may include:

- Information that you provide by filling in forms on our Websites. This includes information provided at the time of registering to use our Websites, creating a user account, applying for a lease, subscribing to our communications or messaging, posting material, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Websites.
- Records and copies of your correspondence (including email addresses and other contact information), if you contact us.

- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Websites and of the fulfillment of your orders or payments.
- Your search queries on the Websites.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Websites, or transmitted to other users of the Websites or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Websites with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Websites, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Websites, including traffic data, approximate location data, logs, and other communication data and the resources that you access and use on the Websites.
- Information about your device and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Websites and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Websites according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Websites.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the storage of your computer or mobile device. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Websites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites. The types of cookies we use include essential, functional, and marketing and advertising cookies. For information about managing your privacy and

security settings for cookies, see Choices About How We Use and Disclose Your Information.

- **Web Beacons.** Pages of our Websites and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Rachuba, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Google Analytics.** We use Google Analytics to optimize our Websites and services based on the traffic we receive and assist with marketing. To learn more about Google Analytics, including options for opting out and/or managing the ads you may see online please visit <https://policies.google.com/technologies/partner-sites>. Additional information regarding online advertising is available at: <https://www.networkadvertising.org/understanding-online-advertising/what-are-my-options>. To learn more about targeted advertising and the choices available to you, visit [Webchoices: Digital Advertising Alliance's Consumer Choice Tool for Web US](#).

Retention of Personal Information

Unless you specifically ask us to delete your personal information, we retain your personal information for as long as it is necessary to comply with our data retention requirements and provide you with the services you expect and request from us and to successfully run our business and operations. Even if you submit a deletion request, we may be required to maintain your personal information as long as necessary to:

- Comply with our legal or regulatory compliance needs;
- To exercise, establish, or defend legal claims; and/or
- To protect against fraudulent or abusive activity affecting our services or business operations.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Websites are served by third parties, including advertisers, ad networks and servers, content providers, service providers, and application providers. Other third parties, like your mobile device manufacturer and internet service provider, may also use automatic information collection technologies to collect information about you, your device, and the pages you visit and actions you take.

These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use or visit our Websites. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the

responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Websites and their contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with information and notices about your online user account.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Websites or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Websites.
- To process your applications and inquiries to Rachuba properties and communities.
- To conduct background, reference, and credit checks.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them. This includes disclosure of your personal information as necessary to conduct background, credit, and reference checks and other due diligence as part of the application and leasing process.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Rachuba's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Rachuba about our residents, applicants, or Websites' users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Websites' Terms of Use, as applicable, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Rachuba, our residents, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- Under certain limited circumstances that may be considered a "sale" or "sharing" under applicable law, if there is an exchange for monetary or other valuable consideration.

The categories of personal information we may disclose include:

- Contact information.
- Government identifiers.
- Financial information.
- Employment information.
- Demographic information.
- Commercial information.
- Internet or other similar network activity.

"Do Not Track" and User Preference Signals

We will honor "do not track" and other user preference signals, including universal opt-out mechanisms, as required by applicable law and consistent with industry standards.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Websites may then be inaccessible or not function properly.
- **Promotional Offers from Rachuba.** If you do not wish to have your email address used by us to promote our listings, products, or services, you can opt-out by sending us an email stating your request to rachubamanager@rachuba.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt-out does not apply to information provided to Rachuba as a result of a purchase, warranty registration, product or service experience or other transactions.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI's website.

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Websites and visiting your account profile page.

You may also contact us online at <https://www.rachuba.com/contact/> to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account (if applicable). We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. Additionally, we may not be able to delete personal information for current residents of our properties and communities.

If you delete your User Contributions from the Websites, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other users of the Websites.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information, including rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature and processing purpose.
- Data portability.
- Obtain a list of the categories of third parties to whom we have disclosed your personal information, or a list of third parties to whom we have disclosed personal information generally.

- Opt out of personal information processing for:
 - targeted advertising;
 - sales; or
 - profiling in furtherance of decisions that produce legal or similarly significant effects.
- Either limit (opt out of) or require consent to process sensitive personal information.

To exercise any of these rights free of charge once every 12 months, contact us:

- Online by submitting your request at <https://www.rachuba.com/contact/>
- Via email at rachubamanager@rachuba.com
- Over the phone at (410) 781-3400, or
- By mail at Rachuba, Attention: Privacy Requests, 946-A Marimich Court, Eldersburg, MD 21784

We will respond to your request within 45 days of receipt. We may extend the completion of your request by up to an additional 45 days if necessary and will inform you if an extension is required. We may also ask you to provide additional information reasonably necessary to authenticate you or your right to make the request on behalf of someone else. Additionally, we may decline the request if we are unable to authenticate your identity or your right to make the request on behalf of another individual. We will honor your opt-out requests within 30 days of receipt.

If your request is manifestly unfounded, excessive, technically infeasible, or repetitive, we may charge you a reasonable fee to cover the administrative costs of complying with the request, or we may decline to act on the request.

To appeal a decision regarding a consumer rights request, contact us using the contact information provided above. We will respond to your appeal within 60 days of receipt and will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for our decision.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All personal information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Websites like message boards. The information you share in public areas may be viewed by any user of the Websites.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Websites. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Websites.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email address on record with us and/or through a notice on the Websites' home pages. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Websites and this privacy policy to check for any changes.

Children Under the Age of 18

Our Websites are not intended for children under 18 years of age. No one under age 18 may provide any information to or on the Websites or in other ways. Except for personal information we need to collect from or about our residents, we do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Websites or through any of their features, register on the Websites, make any purchases, inquiries, or applications through the Websites, use any of the interactive or public comment features of the Websites, or provide any information about yourself to us, including your name, address, telephone number, email address, financial or other sensitive personal information, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us using the information below.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us:

- Online by submitting your request at <https://www.rachuba.com/contact/>
- Via email at rachubamanager@rachuba.com
- Over the phone at (410) 781-3400, or
- By mail at Rachuba, Attention: Privacy Requests, 946-A Marimich Court, Eldersburg, MD 21784