

## Privacy Policy

### 1. Introduction

PTLA Real Estate Group (“Company,” “we,” “us,” or “our”) is committed to protecting the privacy and security of personal data collected from residents, prospective residents, guarantors, co-signers or any other person that interacts with our business (collectively “Customers” and “Customer Data”). The Data Privacy outlines how we collect, use, store, and protect Customer Data. By using our Website, you agree to the terms of this Privacy Policy and any applicable Terms of Use. If you object to our data collection practices or any of the provisions in this Privacy Policy, your choice is to stop using our Website.

### 2. Scope

This policy applies to all Customer Data collected, processed, and stored by **PTLA Real Estate Group** through its property management software and related platforms. This includes but is not limited to data collected via rental applications, lease agreements, resident portals, maintenance requests, and customer service interactions.

### 3. Data We Collect

We collect the following types of personal information:

- **Personal Identifiers:** Name, date of birth, Social Security number, driver’s license, or other government-issued ID.
- **Contact Information:** Addresses, phone number, and email address.
- **Financial Information:** Bank account details, credit/debit card details, credit history, rental payment history, and employment details including income.
- **Residency Information:** Lease agreements, unit number, move-in/move-out dates, and maintenance request history.
- **Device and Usage Information** using cookies, tags, tracking pixels and other analytics services: IP address, browser and device details, login details, interactions with our resident portal or software, call logs and recordings.

### 4. How We Use Customer Data

Customer Data is collected and used to:

- Process rental applications and conduct background checks.

- Manage lease agreements, rental payments, and security deposits.
- Facilitate resident communications and service requests.
- Improve and personalize resident experiences.
- Ensure property security and comply with legal requirements.
- Prevent fraud, unauthorized access, and security breaches.

## 5. Data Sharing and Disclosure

We do not sell Customer Data. However, we may share limited Customer Data that is necessary in the following cases:

- **Service Providers:** With third-party vendors (e.g., payment processors, background check agencies) that we work with to perform their service.
- **Legal Compliance:** When required by law, such as court orders, subpoenas, or government investigations.
- **Emergency Situations:** To protect the safety of Customers, employees, or the public.
- **Business Transfers:** In case of a merger, acquisition, or asset sale, Customer Data may be transferred as part of business operations.
- **Public and/or Anonymized Data:** We may disclose or share any publicly-available information or aggregated and/or anonymized information without restriction.

## 6. Data Security Measures

We take reasonable steps to protect Customer Data from unauthorized access, alteration, disclosure, or destruction. Security measures include:

- **Encryption:** Data encryption during transmission and storage.
- **Access Controls:** Role-based access restrictions to prevent unauthorized data access.
- **Software Security:** Regular system updates and vulnerability monitoring.
- **Employee Training:** Staff education on data privacy and security best practices.

## **7. Data Retention**

We retain Customer Data to fulfill contractual, legal, and operational requirements. When no longer needed, data is securely deleted or anonymized.

## **8. Customer Rights and Choices**

Customers have the following rights regarding their personal data:

- **Correction:** Request to correct inaccuracies.
- **Data Deletion:** Request the deletion of certain personal data, subject to legal and operational requirements.
- **Opt-Out:** Manage communication preference.

To exercise these rights, Customers may contact us at the Contact Information below.

## **9. Policy Updates**

We may update this Data Privacy Policy periodically to reflect changes in legal requirements or business practices. Updates will be posted on our website.

## **10. Contact Information**

For questions or concerns about this Data Privacy Policy, please contact:

### **PTLA Real Estate Group**

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