

# NorthPoint Management Privacy Policy

**Effective Date: March 31<sup>st</sup>, 2025**

NorthPoint Management ("Company," "we," "our," or "us") is committed to protecting the privacy and security of our residents, applicants, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with our apartment communities, websites, and services.

## 1. Information We Collect

We collect personal information to provide rental and property management services, process applications, improve our offerings, and comply with legal requirements. The types of personal information we may collect include:

- **Contact Information:** Name, email address, phone number, and mailing address.
- **Financial Information:** Bank account details, income, employment status, and rent payment history.
- **Identification Information:** Social Security number, driver's license number, and date of birth.
- **Rental History:** Prior addresses, length of residence, rental amounts paid, and landlord references.
- **Usage Data:** IP address, device information, browsing activity, and interactions with our digital services.
- **Emergency Contact Information:** Names and phone numbers of designated emergency contacts.
- **Other Voluntarily Provided Information:** Pet ownership, vehicle details, communication preferences, and any additional information you provide as part of the rental process.

## 2. How We Use Your Information

We use the information collected to:

- Process rental applications, leases, and renewals.
- Conduct background and credit checks.
- Manage and maintain properties, including smart home functionalities.
- Respond to inquiries and provide customer support.
- Improve marketing, analytics, and service offerings.
- Ensure compliance with legal and regulatory requirements.
- Detect fraud, security threats, or unauthorized access.

## 3. How We Share Your Information

We may share personal information with third parties in the following circumstances:

- **Service Providers:** Background check providers, payment processors, property management companies, and maintenance contractors.
- **Legal and Compliance Purposes:** When required by law, in response to legal requests, or to protect the rights and safety of NorthPoint, our residents, or the public.
- **Business Transactions:** In the event of a sale, merger, or transfer of assets, your information may be shared with the acquiring entity.

We do **not** sell your personal information.

## 4. Cookies and Tracking Technologies

Like many other companies, we use cookies and other tracking technologies (such as pixels and web beacons). To learn more about how we use cookies and to change your cookie settings, please see our Cookie Policy.

### Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of tracking of analytics by Google, click [here](#).

## 5. Third-Party Websites

Our website may contain links to third-party websites. This Privacy Policy does not apply to those external sites, and we are not responsible for their privacy practices.

## 6. Your Choices and Rights

Depending on applicable laws, you may have the right to:

- Access, update, or delete your personal information.
- Opt out of certain data processing activities, including marketing communications.
- Request information about how your data is collected, used, and shared.

To exercise your rights, please contact us using the information provided below.

Depending on the jurisdiction in which you are located, you may have additional rights with respect to your Personal Data. We discuss some of those jurisdictions and rights below. For example, you may have the rights to access, delete, update, or correct your information. You also may have the right to object to or opt out of direct marketing from us. If you would like to

exercise your legal rights, please contact us at [inquiries@warehousequote.com](mailto:inquiries@warehousequote.com). We will process your request in accordance with any applicable legal requirements.

## **7. Data Retention and Security**

We retain personal information for the duration of your relationship with us and where we have an ongoing legitimate business need to do so (for example, to comply with applicable legal, tax, or accounting requirements, enforce our agreements, or meet regulatory obligations).

Retention periods may be extended if we are required to preserve your personal information due to litigation, investigations, or other legal proceedings, or if a longer retention period is required or permitted by applicable law.

We seek to use commercially reasonable organizational, technical, and administrative measures to protect personal information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us using the contact information in the "**Contact Us**" section below.

Where we collect your payment card information, we will comply with all applicable **Payment Card Industry Data Security Standards (PCI-DSS)**.

## **8. Personal Information of Minors**

Our services are not intended for children under 13, and we do not knowingly collect personal information from them. If we become aware that a child has submitted personal data, we will take steps to delete it unless retention is required by law for safety purposes.

## **9. Updates to This Policy**

We may update this Privacy Policy periodically. Any changes will be posted with a revised effective date. We encourage you to review this policy regularly.

## **14. Accessibility**

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

## **10. Contact Us**

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

**NorthPoint Management**  
3315 N Oak Trafficway, Kansas City, MO 64116

[info@northpointkc.com](mailto:info@northpointkc.com)

816.888.7380

[www.northpointluxuryliving.com/](http://www.northpointluxuryliving.com/)