

BARON PROPERTIES PRIVACY POLICY

1. Introduction

Baron Properties (“Baron,” “we,” “us,” or “our”) values your privacy. This Privacy Policy explains how we collect, use, protect, and disclose information about you when you interact with our websites, resident portals, leasing kiosks, or other online and offline services that link to this Privacy Policy (“Services”).

By using our Services, you agree to the terms of this Privacy Policy. We may update this policy from time to time and will post the revised version with an updated effective date.

2. Information We Collect

We may collect the following categories of information:

A. Information You Provide Directly

- Identifiers: Name, address, email address, phone number, date of birth, Social Security number, account login credentials.
- Leasing & Application Information: Lease applications, maintenance requests, rent payment details, employment information, and references.
- Payment Information: Credit card, debit card, or bank account data for rent payments or other transactions.
- Professional & Employment Information: Resumes, job history, licenses, permits, certifications, salary preferences, and background check details.
- Sensitive Information: Race/ethnic origin, gender, disability status, veteran status (when voluntarily provided for compliance purposes).

B. Information Collected Automatically

- Device and Internet Activity: IP address, browser type, operating system, device identifiers, referring URLs, and site usage statistics.
 - Cookies & Tracking: We use cookies, web beacons, and analytics tools (such as Google Analytics) to improve site functionality, personalize your experience, and analyze usage.
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3. How We Use Your Information

We use your information to:

- Process leasing applications and rent payments.
 - Respond to service requests, inquiries, and maintenance needs.
 - Communicate important property updates, notices, and promotions.
 - Manage resident accounts and provide customer service.
 - Conduct background checks and process job applications.
 - Comply with legal obligations and enforce our rights.
 - Improve website performance, services, and security.
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4. How We Share Your Information

We may share your information with:

- **Service Providers & Vendors** who help us operate our business (e.g., payment processors, IT support, marketing providers, background check companies).
- **Affiliates & Subsidiaries** within the Baron Properties corporate family.
- **Legal Authorities** when required by law, in response to legal processes, or to protect rights, property, and safety.
- **Successors** in case of a merger, acquisition, or sale of assets.
- **With Your Consent** for purposes you specifically authorize.

We do not sell personal information for money. Certain data-sharing activities with vendors may be considered a “sale” under the California Consumer Privacy Act (CCPA); see Section 7 for your rights.

5. Cookies & Analytics

We use cookies and similar technologies for authentication, storing preferences, and analyzing site traffic. You can adjust your browser settings to block cookies, but some features may not function properly.

Google Analytics is used to help us understand website usage. You can opt out by using the Google Analytics opt-out browser add-on.

6. Children's Privacy

Our Services are not intended for children under the age of 16. We do not knowingly collect personal information from children under 16.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction.


8. Contact Us


If you have questions or concerns about this Privacy Policy or your personal information, please contact us:

Baron Properties

2401 E 2nd Ave Suite 300

Denver, CO 80206

 bps-reporting@baronproperties.com

 720.488.2000