

Privacy Policy

Lake Pointe Village Apartments

Updated and effective as of January 10, 2025 (the “Effective Date”)

1. Introduction and Your Acceptance

This privacy policy tells you about the personally identifiable information that Lake Pointe Village Apartments (“we,” “us” or “our”) collects through the operation of our website located at <https://www.lakepointevillageetc.com> and how we may collect, use, disclose, and protect this information in compliance with federal and state laws. This Privacy Policy does not apply to information that we collect through other means such as offline correspondence.

By applying for residency, signing a lease, visiting our property, or using our services (including our website), you agree to this Privacy Policy and the practices described herein.

2. Information We Collect

We collect personal information you voluntarily provide, including, but not limited to:

- Identity Information: Full name, date of birth, Social Security number, driver’s license/state ID number, passport number;
- Contact Information: Current and previous addresses, phone numbers, and email addresses;
- Employment and Income Information: Employer name, income verification, tax documents, pay stubs, and employment history;
- Emergency Contact Information: Name and contact details of individuals to reach in case of an emergency;
- Tenant History: Rental history, landlord references, and eviction records;
- Credit Information: Credit reports and credit scores obtained from consumer reporting agencies with your consent;
- Background Checks: Criminal history, eviction records, and identity verification reports.

3. How We Use Your Information

We use your information for legitimate business purposes, including, but not limited to:

A. Rental Application, Property, and Lease Management

- Processing rental applications and screening tenants;
- Preparing and managing lease agreements;
- Collecting rent payments and managing accounts;
- Communicating with you regarding maintenance, emergencies, notices, updates, and enforcing lease terms and community policies.

B. Legal and Regulatory Compliance

- Complying with fair housing laws, tax laws, and legal obligations;
- Responding to lawful requests by public authorities, including law enforcement.

4. How We Share Your Information

We do not sell your personal information. However, we may share your information with:

A. Service Providers

- Maintenance contractors, and utility providers;
- Payment processors for handling rent and fees;
- Background screening companies (with your consent).

B. Legal and Regulatory Authorities

- Law enforcement agencies, courts, and regulators as required by law;
- In response to subpoenas, court orders, or legal processes.

C. Business Transfers

- In the event of a merger, sale, or transfer of assets, your data may be transferred to the new property owner or management company.

D. Emergency Situations

- Emergency contacts or first responders in case of health or safety incidents.

5. Data Retention

We retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal, tax, or regulatory requirements, and to enforce lease agreements and resolve disputes.

6. Your Privacy Rights

Under Michigan and federal laws, you have the right to request copies of the personal information we hold about you, request corrections to inaccurate or incomplete information, request deletion of your data when it is no longer necessary for business or legal reasons, and/or decline marketing communications by following opt-out instructions in emails or contacting us via the methods listed below.

7. Use of Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance your browsing experience, analyze website traffic and usage, and offer personalized content and advertisements.

Cookies, for example, are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser. They make it possible for us to recognize your browser when you visit and provide you with information about products that interest you. It is possible to prevent cookies from being used in your browser by turning the feature off.

8. Children's Privacy

We take the utmost care to protect children's privacy and take into consideration appropriate national and international laws and regulations on children's privacy. We do not knowingly collect information from children under the age of eighteen years old and our website is not directed towards or intended to be used

by children under this age. We do not knowingly collect information from minors. If we become aware of data collected from a child, please contact us via the methods listed below.

9. Third Party Sites

Our website may contain advertisements and/or links to websites that are not controlled or operated by us. This Privacy Policy does not apply to those websites, and we are not responsible for their content or the privacy practices of the entities that control or operate them. Therefore, we encourage you to request and review the privacy policies of any such entities prior to disclosing your information to them or using their websites.

10. Security

We use commercially reasonable efforts to protect all of your personally identifiable information that you submit to us, both during transmission and once we receive it. However, no method of transmission over the Internet or method of electronic storage is one hundred percent secure. Therefore, we cannot guarantee the absolute security of your personally identifiable information.

11. Do Not Track

Although our website does not currently have a mechanism to recognize the various web browser Do Not Track signals, we do offer our customers choices to manage their preferences. To learn more about web browser tracking signals and Do Not Track, please visit <http://www.allaboutdnt.org/>.

12. Your State Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us via the methods listed below.

13. Governing Law

This Privacy Policy is governed by the laws of the State of Michigan, without regard to its choice of law provisions.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time, without notice, to reflect changes in our practices or legal requirements.

15. Contact Us

If you have any questions or concerns about this Privacy Policy or how your information is handled, please contact us:

Lake Pointe Village Apartments
1646 Maple Ridge Way, Traverse City, MI 49686
lvptcmanager@gmail.com
<https://www.lakepointevillagetc.com>