

Privacy Policy

Last modified: June 1st, 2025

Reinsch Companies (“Reinsch”) Protects Your Privacy

Reinsch Companies (“**Reinsch**,” “**Company**,” or “**We**”) respect your privacy and 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.dorchesterapartments.net/> (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download when you complete an application online and resident portal.
- When you log in to your Account.
- When you complete an application online.

It does not apply to information collected:

- By any third party through any content (including advertising) that may link to or be accessible from or through the Website.

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 choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 16

Our Website is not intended for children. No one under age 16 may provide any information to or on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website or through any of its features, register on the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at Privacy@ReinschCompanies.com with the subject line “Personal Information of a Minor.”

Information We Collect About You and How We Collect It

We collect certain types of information from and about users of our Website, including the following information:

- **Personal Identifiers**, such as first and last name, email address, account name or login credentials, government-issued identifiers (for example, Social Security number), government-issued identity documents (for example, driver's license), age, date of birth, gender, weight, height, eye color, marital status, income, signature, emergency contact and familial relations.
- **Records Information**, such as name, contact information, signature, email address, phone number, financial information including financial account number, bank account number, credit/debit card numbers, loan records, criminal records and employment information.
- **Employment Information**, such as employer name or company affiliation, job title, employment history, employee files, work email address, and work phone number.
- **Commercial Information**, such as transactions, credentials to online services and platforms, bank account numbers, credit or debit card numbers, credit information, financial account information, business email, business telephone, account balances, billing information, and records of sales, purchases, and uses.
- **Internet or Network Activity Information**, such as browsing history and interactions with our advertisements.
- **Audio Data**, such as electronic content produced by individuals using our systems including online interactive and voice communications such as through email, phone, or network sessions.
- **Inferences** that are drawn from any of the Personal Information listed above to create a profile about, for example, an individual's preferences, characteristics, or behavior.
- **Marketing**. This includes:
 - Sending you marketing emails with information about the Services, new products, and other news about our company.
 - To re-engage with prospective Clients who have expressed an interest in our Services.
 - Administering account access to our Services for the purposes of providing demos/tutorials of the Services to prospective Clients.
 - Receiving other promotional text communications, like SMS. If you no longer want to receive marketing related texts, you may opt out by replying "STOP" to any message you may receive from us.
- **Operations and general business purposes**. This includes:
 - Processing and completing transactions, and sending you related information, including alerts and notifications about Services purchased, purchase confirmations, and invoices.
 - Data analysis, for example, to improve the efficiency of our Services.

- Audits, to verify that our internet processes function as intended and to address legal, regulatory, or contractual requirements.
 - Fraud prevention and fraud security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft, or to determine a prospective Client's creditworthiness.
 - Enhancing, improving, repairing, maintaining, or modifying our current Services.
 - Identifying usage trends, for example, understanding which parts of our Services are of most interest to users.
 - Operating and expanding our organization's activities, for example, understanding which parts of our Services are of most interest to our Clients so we can focus our energies on meeting our Clients' interests.
 - Accounting, recordkeeping, backup, and administrative purposes.
- **Sensitive Personal Information:** Some information we collect is defined under certain laws as "sensitive personal information". Sensitive personal information we collect includes Social Security number, customer account log-in, financial account number, debit card number, and credit card number in combination with any required security or access code, password, or credentials allowing access to an account.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.

Retaining Your Personal Information

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, to enforce our agreements or comply with our legal obligations). Retention periods may be extended if we are required to preserve your personal information because of litigation, investigations and other similar proceedings, or if a longer retention period is required or permitted by applicable law.

Information You Provide to Us

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

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, or requesting further services. We may also ask you for information when you report a problem with our Website.

- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions you carry out through our Website and of the fulfillment of your transactions. You may be required to provide financial information as part of transactions through our Website.
- Your search queries on the Website.
- Any other types of information the user provides.

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website 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, you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website 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 Website, 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 Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). See <https://www.dorchesterapartments.net/terms-of-use/> for information on how you can opt out of behavioral tracking on this website and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

The information we collect automatically includes personal information, but/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 Website 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 Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

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

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. 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 Website. 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 Website. For information about managing your privacy and security settings for cookies, *see* <https://www.dorchesterapartments.net/terms-of-use/>.
- **Web Beacons.** Pages of our Website 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 the Company, 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).

While we do not collect personal information from you automatically, (*see Information We Collect Through Automatic Data Collection Technologies, above, for an explanation of what we collect automatically*), we may tie non-personal information collected automatically to personal information about you that we collect from other sources or that you provide to us.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. 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 our website. 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* <https://aboutcookies.org/how-to-manage-and-delete-cookies/>

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 Website and its 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 notices about your Account, including expiration and renewal notices.

- 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 Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- Any other use purposes.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the cookie preferences form. For more information, see <https://www.dorchesterapartments.net/terms-of-use/>.

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.
- 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 the company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the company about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have consented to/not opted out of these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them. For more information, see <https://www.dorchesterapartments.net/terms-of-use/>.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

- Any other types of third-party disclosures.

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 terms of use, *see* <https://www.dorchesterapartments.net/terms-of-use/>
- 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 Company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

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 this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by checking the relevant box located at <http://www.dorchesterapartments.net/> You can also always opt-out by sending us an email with your request to Privacy@ReinschCompanies.com.
- **Promotional Offers from the Company.** If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, you can opt-out by checking the relevant box located at <http://www.dorchesterapartments.net/> or by sending us an email stating your request to Privacy@ReinschCompanies.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 the Company as a result of a product purchase, warranty registration, product service experience or other transactions.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by adjusting your preferences at <https://www.dorchesterapartments.net/> or sending us an email stating your request to Privacy@ReinschCompanies.com For this opt-out to function, you must have your browser set to accept all browser cookies.

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](https://thenai.org) at <https://thenai.org>.

Accessing and Correcting Your Information

You can review and change your personal information by logging into your Entrata Resident Portal and visiting your account profile page.

You may also email the property Leasing Office 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. 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.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is governed by our terms of use, see, <https://www.dorchesterapartments.net/terms-of-use/>.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

To learn more about California residents' privacy rights, visit <https://oag.ca.gov/privacy/ccpa> California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of personal information to third parties for their marketing purposes. To make such a request, please send an email to Privacy@ReinschCompanies.com or write us at: Reinsch Companies, Attn: Privacy Policy, 2040 Columbia Pike, Arlington, VA 22204.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with 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 processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal data processing for:
 - targeted advertising (excluding Iowa);
 - sales; or

- profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal data.

The exact scope of these rights may vary by state.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

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 Website, 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 Website like message boards. The information you share in public areas may be viewed by any user of the Website.

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 Website. 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 Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home 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 specified in your account and/or through a notice on our Website home page. The date the privacy policy was last revised is identified at the top of the initial page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

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

Reinsch Companies
Attn: Privacy Policy
2040 Columbia Pike
Arlington, VA 22204
Privacy@ReinschCompanies.com
or via our toll-free number:
703-920-3600