

W3 Luxury Living Privacy Policy

Effective Date: June 24, 2025

W3 Luxury Living and its affiliated properties (collectively, “W3,” “we,” “us,” or “our”) are committed to protecting your privacy. This Privacy Policy describes how we collect, use, share, and safeguard your information when you visit our websites, submit a leasing inquiry, or interact with our properties or services in any way, whether online or offline.

This Policy applies to all prospective residents, residents, and visitors who submit personal information through websites managed by W3 Luxury Living, including third-party platforms we use for marketing, leasing, and resident communications.

1. Information We Collect

We collect both personal and non-personal information, including but not limited to:

- Name, contact information, leasing preferences, employment and financial data.
- Government-issued identification, social security number, and rental history.
- IP address, browser type, device identifiers, and online behavior.
- Information from credit checks, leasing platforms, or social media interactions.
- Communications with our leasing agents or customer service representatives.

2. Legal Basis for Processing

We process your personal information based on the following legal grounds:

- Your consent.
- Performance of a contract (e.g., lease agreement).
- Compliance with legal obligations.
- Legitimate interests, such as property management and fraud prevention.

3. How We Use Your Information

We use your information to:

- Process leasing inquiries and applications.
- Manage resident communications and services.
- Conduct background checks and comply with legal requirements.
- Improve website functionality and marketing effectiveness.
- Respond to your inquiries and provide customer support.

4. Sharing Your Information

We may share your data with:

- Property owners, affiliates, and subsidiaries.
- Service providers (e.g., screening, payment, IT, or software vendors).
- Legal authorities, regulators, or in response to legal process.
- Third parties in connection with a merger, acquisition, or asset sale.

5. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking tools (including Google Analytics) to:

- Enhance user experience.
- Analyze website traffic and usage patterns.
- Deliver targeted advertisements and measure campaign effectiveness.

6. Data Security

We implement appropriate technical and organizational measures to protect your data, including encryption, access controls, secure servers, and employee training.

7. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Policy, comply with legal obligations, resolve disputes, and enforce our agreements.

8. Your Privacy Rights

Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your personal information.
- Object to or restrict certain processing.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with a data protection authority.

9. Children's Privacy

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children without parental consent.

10. Third-Party Links and Services

Our websites may contain links to third-party platforms. We are not responsible for the privacy practices or content of such platforms. Please review their privacy policies before providing information.

11. Changes to This Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted on our website with a revised effective date.

12. Contact Us

If you have questions or wish to exercise your privacy rights, please contact us at:

W3 Luxury Living Attn: Privacy Policy

PO Box 2021 Colleyville, TX 76034

Email: www.livew3.com/corporate-contact/

13. Texas Privacy Rights

Under the Texas Data Privacy and Security Act (TDPSA), effective July 1, 2024, residents of Texas are granted specific rights regarding their personal data. W3 Luxury Living is committed to complying with the TDPSA and ensuring transparency and control over your information.

As a Texas resident, you have the right to:

- Access: Request confirmation of whether we are processing your personal data and access such data.
- Correction: Request correction of inaccuracies in your personal data.
- Deletion: Request deletion of personal data provided by or obtained about you.
- Data Portability: Obtain a copy of your personal data in a portable and readily usable format.
- Opt-Out: Opt out of the processing of personal data for purposes of targeted advertising, sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights, please contact us using the information provided in the 'Contact Us' section of this Privacy Policy. We will respond to your request in accordance with the timelines and procedures set forth in the TDPSA.