

PRIVACY POLICY

Last updated October 07, 2025

This Privacy Notice for **Vesta Realty** ("we," "us," or "our") describes how and why we may access, collect, store, use, and/or share ("process") your personal information when you use our services ("**Services**"), including when you:

- Visit our website at <https://vestarealproperty.com/> or any website of ours that links to this Privacy Notice
- Engage with us in other related ways, including leasing, customer service, sales, marketing, or events

Questions or concerns?

Reading this Privacy Notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. You may contact us at feedback@vestarealproperty.com with any questions.

SUMMARY OF KEY POINTS

This summary highlights important sections of our Privacy Notice. You may click through the full Notice for more detail.

What personal information do we process? We may process personal information depending on how you interact with our Services, what you choose to share, and which features you use. See **WHAT INFORMATION DO WE COLLECT?**

Do we process sensitive personal information? In limited circumstances, and only when necessary or permitted by law, we may process sensitive information such as government ID numbers or financial data. See **WHAT INFORMATION DO WE COLLECT?**

Do we collect information from third parties? No, we do not collect personal information from third parties.

How do we process your information? We process information to provide, improve, secure, and administer our Services, communicate with you, and comply with laws. See **HOW DO WE PROCESS YOUR INFORMATION?**

When do we share personal information? We share information only in specific situations, such as with service providers, or during a business transfer. See **WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?**

How do we keep information safe? We implement technical and organizational safeguards but cannot guarantee absolute security.

What are your privacy rights? Depending on your location, you may have rights to access, correct, delete, or limit processing of your information. See **WHAT ARE YOUR PRIVACY RIGHTS?**

How do you exercise your rights? You may submit a data subject access request or contact us directly.

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1. WHAT INFORMATION DO WE COLLECT?

A. Personal information you disclose to us

We collect personal information you voluntarily provide when you:

- Register for an account
- Submit a maintenance request
- Fill out forms
- Make a payment
- Contact us
- Express interest in our Services

Personal Information Provided by You may include:

- Names
- Phone numbers
- Email addresses
- Mailing addresses
- Job titles
- Usernames & passwords
- Contact preferences
- Authentication data
- Billing addresses
- Debit/credit card numbers

Sensitive Information (processed only with consent or when otherwise allowed by law):

- Financial data
- Government identifiers (e.g., Social Security number, driver's license)

Payment Data

Payments are processed by **Entrata Resident Portal**. Their privacy notice is available at:

<https://legal.entrata.com/privacy-policy/us>.

You are responsible for providing true and accurate information and notifying us of any updates.

B. Information automatically collected

We automatically collect certain information when you visit or use our Services, including:

- IP address
- Device & browser characteristics
- Operating system
- Language preferences
- Pages visited
- Dates/times of access
- Device identifiers
- General location (based on IP)

We also collect:

- **Log & usage data**
- **Device data**
- **Location data** (if enabled)

You may disable location permissions, but some features may not be available.

2. HOW DO WE PROCESS YOUR INFORMATION?

We process your information to:

- Create and manage accounts
 - Provide maintenance, leasing, property management, and resident services
 - Respond to inquiries and provide support
 - Enable user-to-user communications (if applicable)
 - Request feedback
 - Send marketing/communications (per your preferences)
 - Improve our Services and website
 - Analyze usage trends
 - Maintain security and prevent fraud
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3. WHEN AND WITH WHOM DO WE SHARE PERSONAL INFORMATION?

We may share information with:

Service Providers & Vendors

Third-party companies that perform functions on our behalf, such as:

- Payment processors
- IT and hosting providers
- Analytics & marketing providers
- Customer support tools
- AI-powered leasing tools

These parties may only use your information as instructed by us.

Other Sharing Situations

- **Business Transfers:** mergers, acquisitions, or asset sales
 - **Google Maps APIs:** if location services are used
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4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

Yes. We may use cookies, pixels, and similar technologies for:

- Security
- Preferences & website functionality
- Analytics
- Advertising (including interest-based ads)

For details or to opt out, see the Cookie Notice or the “US State Rights” section.

Google Analytics may also collect usage data. Opt-out tools are provided in your text.

5. DO WE OFFER ARTIFICIAL INTELLIGENCE-BASED PRODUCTS?

Yes. We use AI-powered tools such as:

- AI chatbots
- Automated leasing and resident service tools
- Fraud-prevention tools

All AI processing aligns with this Privacy Notice and applicable agreements.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

We retain information only as long as necessary for:

- Providing Services
- Legal obligations

- Security and fraud prevention

When no longer needed, we delete or anonymize the data.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

We use industry-standard administrative, technical, and physical safeguards. However, no online system is 100% secure.

8. DO WE COLLECT INFORMATION FROM MINORS?

No. We do not knowingly collect information from anyone under 18.

9. WHAT ARE YOUR PRIVACY RIGHTS?

Depending on your location, you may have rights to:

- Access information
- Correct information
- Delete information
- Withdraw consent
- Opt out of marketing
- Review account information
- Opt out of certain forms of data processing

You may email feedback@vestarealproperty.com to exercise your rights.

10. DO-NOT-TRACK (DNT) CONTROLS

We do not currently respond to DNT signals due to a lack of industry standards.

11. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short:

If you are a resident of **California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia**, you may have certain rights regarding the personal information we maintain about you. These rights may

include requesting access to your information, receiving details about how we process it, correcting inaccuracies, obtaining a copy of your data, or requesting deletion. You may also have the right to withdraw your consent to certain processing activities. These rights may be limited in some circumstances by applicable law.

Residents of other U.S. states — including Oklahoma, Kansas, and Arkansas — may still contact us using the information in this Privacy Notice to request information about our data practices or to exercise any rights available under applicable law or our internal policies.

Categories of Personal Information We Collect

The table below shows the categories of personal information we have collected in the past twelve (12) months. Examples are illustrative and may not include every data element we collect. For a full description of the personal information we process, refer to **“WHAT INFORMATION DO WE COLLECT?”**

Category	Examples	Collected
A. Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name	YES
B. Personal information as defined in the California Customer Records statute	Name, contact information, education, employment, employment history, and financial information	YES
C. Protected classification characteristics under state or federal law	Gender, age, date of birth, race and ethnicity, national origin, marital status, and other demographic data	YES
D. Commercial information	Transaction information, purchase history, financial details, and payment information	NO
E. Biometric information	Fingerprints and voiceprints	NO
F. Internet or other similar network activity	Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems, and advertisements	NO
G. Geolocation data	Device location	NO
H. Audio, electronic, sensory, or similar information	Images and audio, video or call recordings created in connection with our business activities	NO
I. Professional or employment-related information	Business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us	YES
J. Education Information	Student records and directory information	NO
K. Inferences drawn from collected personal information	Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	NO

L. Sensitive personal Information	Account login information, citizenship or immigration status, contents of email or text messages, debit or credit card numbers, drivers' licenses, financial information including account access details, passport numbers, social security numbers and state id card numbers	YES
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We collect sensitive personal information only for purposes permitted by law or with your consent. We do not use or disclose sensitive personal information for inferring characteristics about you.

We may also collect additional information through:

- **Customer support interactions**
- **Participation in surveys or contests**
- **Communications related to property management or resident services**

We retain personal information as follows:

- **Categories A, B, C, I, and L: As long as the user maintains an account with us or as required by law.**
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Sources of Personal Information

For details about the sources from which we collect personal information, see “WHAT INFORMATION DO WE COLLECT?”

How We Use and Share Personal Information

See “HOW DO WE PROCESS YOUR INFORMATION?” for how we use your personal information.

See “WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?” for information about disclosures to service providers.

We may use personal information for internal purposes, such as technology development and quality improvement. This is not considered a sale of personal information.

We do not sell or share personal information for commercial purposes and have not done so in the past twelve (12) months.

Your Rights

Depending on your state of residence, you may have some or all of the following rights:

- **Right to know whether we process your personal data**
- **Right to access your personal data**

- Right to correct inaccuracies
- Right to delete your personal data
- Right to obtain a copy of your personal data
- Right to non-discrimination for exercising privacy rights
- Right to opt out of:
 - Targeted advertising
 - Sale or sharing of personal data
 - Profiling that produces legal or similarly significant effects

Depending on state law, you may also have:

- Right to access categories of data being processed
- Right to a list of categories or specific third parties to whom data was disclosed
- Right to understand and question automated profiling
- Right to limit use or disclosure of sensitive personal information
- Right to opt out of collection of sensitive data via voice/facial recognition

How to Exercise Your Rights

You may submit a request by:

- Filling out a data subject access request
- Emailing us at feedback@vestarealproperty.com
- Using the contact information provided at the end of this Privacy Notice

Authorized agents may submit requests on your behalf where permitted by law. We may request proof of authorization.

Request Verification

To protect your information, we verify your identity before processing requests. We may request additional supporting information if needed.

If an authorized agent submits the request, we may require confirmation of your identity and written authorization.

Appeals

If we decline your request, you may appeal by emailing feedback@vestarealproperty.com. If your appeal is denied, you may contact your state attorney general.

California “Shine the Light” Law

California residents may request, once per year and free of charge, information about personal information shared with third parties for direct marketing purposes. To make such a request, contact us using the information in “HOW CAN YOU CONTACT US ABOUT THIS NOTICE?”

12. DO WE MAKE UPDATES TO THIS NOTICE?

Yes. We update this Privacy Notice as required by law. The revised date will reflect the most recent version.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

Vesta Realty
1422 E 71st St, Suite J
Tulsa, OK 74136
United States
Email: feedback@vestarealproperty.com

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE YOUR DATA?

Submit a data subject access request or contact us directly. Rights vary by state or country.