

Privacy Policy

Effective Date: September 21st, 2026

1. Introduction

Lowe Property Group ("LPG"), together with its subsidiaries, affiliates, and operating divisions, including **Lowe Property Group Residential** ("LPGR"), is committed to protecting the privacy and security of the personal information entrusted to us.

For purposes of this Privacy Policy, Lowe Property Group, Lowe Property Group Residential, and any affiliated entities operating under common ownership or management are collectively referred to as "Lowe Property Group," "LPG," "we," "our," or "us."

This Privacy Policy explains how we collect, use, disclose, store, and safeguard personal information when individuals interact with our company, our managed communities, our websites, our leasing offices, and our services.

Our objective is to provide transparency regarding our privacy practices while responsibly managing the information entrusted to us by prospective residents, applicants, residents, visitors, business partners, and others who interact with our organization.

By accessing our websites, communicating with us, applying for housing, leasing or residing at one of our communities, using our resident services, or otherwise interacting with LPG, you acknowledge that your information may be collected and used as described in this Privacy Policy.

2. Scope of this Privacy Policy

This Privacy Policy applies to personal information collected by LPG in connection with the ownership, management, leasing, operation, marketing, and support of residential communities and related business activities.

This Privacy Policy applies to information collected through, including but not limited to:

- Corporate and property websites
- Online guest cards and contact forms
- Tour scheduling requests
- Rental applications
- Resident portals and online account services
- Email communications

- Telephone calls and text messaging
- In-person interactions
- Maintenance requests
- Marketing and promotional communications
- Social media interactions
- Third-party service providers acting on our behalf
- Any other products or services provided by LPG

This Privacy Policy applies whether you are:

- A prospective resident
 - A rental applicant
 - A current resident
 - A former resident
 - An occupant or guarantor
 - A visitor to one of our communities
 - A vendor, contractor, or business partner
 - A property owner
 - Any other individual who interacts with LPG
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3. Definitions

Personal Information means information that identifies, relates to, describes, or can reasonably be linked to an identifiable individual.

Services means the products and services provided by LPG, including property management, leasing, resident services, maintenance coordination, and related business operations.

Website refers to any website owned or operated by LPG or one of the apartment communities we manage.

Service Provider means a third party that performs services on our behalf, such as website hosting, property management software, payment processing, applicant screening, marketing, analytics, maintenance coordination, or communications.

4. Categories of Personal Information We Collect

The categories of personal information we collect depend upon how you interact with LPG. Not every individual provides every category of information described below.

Contact Information

Including:

- Name
- Email address
- Telephone number
- Mailing address

Rental and Leasing Information

Including:

- Rental inquiries
- Tour requests
- Rental applications
- Lease information
- Occupancy information
- Emergency contact information

Financial Information

When applicable, we may collect information necessary to process applications or payments, including payment-related information, income verification, or other financial documentation.

Identity Verification Information

When required during the application or leasing process, we may collect government-issued identification or other information necessary to verify identity.

Property and Resident Information

Information relating to your residency, maintenance requests, parking registration, pets, amenities, communications, and other services associated with your tenancy.

Website Usage Information

Information automatically collected when visiting our websites, including:

- IP address
- Browser type
- Device information
- Operating system
- Referring websites

- Pages visited
- Date and time of access

Cookies and Similar Technologies

We may use cookies, pixels, tags, and similar technologies to improve website functionality, analyze website performance, measure marketing effectiveness, and personalize your experience.

Biometric, Physical Security, or Access Control Data

We may collect fingerprints, facial recognition scans, or key fob access logs use for building security. We may also collect physical access records, including time-stamped logs of entries and exits through common area gates, main doors, or amenity spaces.

Visual/Sensory Data

We may collect surveillance footage containing video or photograph images captured by security cameras (CCTV) operating within community common areas, parking structures, and property perimeters.

5. Sources of Personal Information

The sources from which we collect personal information depend on how you interact with LPG. We may collect personal information from the following sources:

- Directly from you
 - Automatically through technology
 - During the leasing and resident relationship
 - Through service providers
 - Through publicly available records
 - Through business partners
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6. How We Use Personal Information

We use personal information to support our business operations and provide services, including:

Leasing and Property Management

- Responding to inquiries
- Scheduling tours

- Processing rental applications
- Managing leases
- Providing resident services

Resident Support

- Coordinating maintenance
- Communicating with residents
- Managing amenities
- Responding to service requests
- Community security
- Access management
- Incident investigation

Business Operations

- Operating our communities
- Maintaining accurate records
- Processing payments
- Managing vendor relationships

Marketing and Communications

- Sending newsletters and promotional communications
- Responding to marketing inquiries
- Delivering, measuring, and improving our marketing and advertising campaigns.
- Measuring campaign performance

Where permitted by applicable law, we may personalize communications and marketing content based on your interactions with our websites, properties, or services to provide information that may be more relevant to your interests and housing needs.

Individuals may opt out of marketing communications at any time using the unsubscribe instructions provided or by contacting us.

Website Improvement

We use website analytics and related technologies to better understand how visitors use our websites and to improve user experience.

Artificial Intelligence and Automated Technologies

LPG may use artificial intelligence ("AI") or other automated technologies to support our business operations, including assisting with customer communications, responding to

leasing inquiries, improving customer service, supporting marketing efforts, analyzing business operations, and enhancing the functionality of our websites and services.

Any personal information processed through AI-assisted technologies will be handled in accordance with this Privacy Policy and applicable law.

Legal and Regulatory Compliance

We may use personal information to comply with applicable federal, state, and local laws and regulations; enforce our agreements; protect our legal rights and the rights of others; investigate suspected fraud or security incidents; respond to lawful requests from governmental authorities; and support our obligations related to property management, leasing, resident services, and fair housing and equal housing opportunity.

7. How We Disclose Personal Information

LPG does not sell personal information for monetary consideration. However, we do engage in targeted advertising, and we may disclose personal information to trusted service providers and business partners as described in this Privacy Policy in order to operate our business and provide our services.

We may disclose personal information when appropriate to:

- Property owners and affiliated companies.
 - Service providers that support our business operations, including property management platforms (e.g., Entrata), applicant screening, payment processing, communications, marketing, analytics, technology, website hosting, and maintenance services.
 - Utility providers, internet providers, package management services, access control providers, or other vendors that provide services requested by or for residents
 - Professional advisors, including attorneys, accountants, auditors, insurers, and consultants.
 - Government agencies, regulatory authorities, courts, law enforcement, or other parties when required or permitted by applicable law.
 - Third parties that assist with the collection of unpaid balances, legal proceedings, or enforcement of our leases, contracts, or other agreements.
 - Third parties in connection with a merger, acquisition, financing, reorganization, sale of assets, or other business transaction involving all or a portion of our business.
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8. Cookies, Analytics, and Online Technologies

LPG and our service providers may use cookies, pixels, analytics tools, and similar technologies to:

- Remember user preferences
- Improve website functionality
- Analyze website traffic
- Measure and improve the effectiveness of our marketing and advertising campaigns
- Support remarketing and digital advertising campaigns

Where required by applicable law, we will obtain your consent before using non-essential cookies or similar technologies. You may manage your cookie preferences through our cookie consent tools, where available, or through your web browser settings. Please note that disabling certain cookies may affect the functionality of our websites or limit your ability to use certain features.

9. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal and regulatory obligations, resolve disputes, enforce agreements, and protect our legal rights.

Retention periods may vary depending on the nature of the information and applicable legal requirements. We retain prospect and visitor data for no more than 12 months unless legal obligations require longer retention.

10. Data Security

LPG maintains reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

While we strive to protect personal information, no method of electronic transmission or storage can be guaranteed to be completely secure.

11. Your Privacy Choices and Rights

Depending on applicable law, individuals may have certain rights regarding their personal information, including the right to:

- Request access to personal information
- Request correction of inaccurate information
- Request deletion of personal information, subject to applicable legal exceptions
- Opt out of marketing communications
- Request additional information regarding our privacy practices

Requests may require verification of identity before they can be processed.

12. Third-Party Websites and Public Platforms

Our websites may contain links to third-party websites or services that are not owned, operated, or controlled by LPG. We are not responsible for the privacy practices, content, security, or availability of third-party websites or services. We encourage you to review the privacy policies and terms of use of those organizations before providing personal information or using their services.

If you choose to post reviews, comments, ratings, testimonials, or other content about LPG or our communities on third-party websites, social media platforms, or online review services, the information you submit is governed by the privacy practices and terms of those third parties. LPG is not responsible for the information you voluntarily choose to make publicly available through those services.

13. Children's Privacy

Our websites and services are intended for individuals seeking housing and related services and are not directed toward children under the age of 13.

We do not knowingly collect personal information directly from children through our websites without appropriate authorization.

14. Changes to this Privacy Policy

LPG may update this Privacy Policy periodically to reflect changes in our business practices, technology, legal requirements, or operational needs.

The revised version will be posted on our website with an updated Effective Date.

15. Contact Information

Questions regarding this Privacy Policy or requests concerning personal information may be directed to:

Lowe Property Group

2170 S McClelland St Ste 100, Salt Lake City, UT 84106

Website: www.loweprop.com

Phone: (801) 582-3188

Appendix A

Supplemental State Privacy Notices

LPG, including its subsidiaries, affiliates, and operating divisions, is committed to complying with applicable federal, state, and local privacy laws governing the collection, use, disclosure, storage, and protection of personal information.

As our organization grows and expands into additional jurisdictions, we may become subject to additional privacy laws or regulatory requirements. When required, Lowe Property Group will update this Privacy Policy to include supplemental state-specific privacy notices describing the rights and protections available to residents of those jurisdictions.

Unless otherwise required by applicable law, the provisions of this Privacy Policy apply uniformly to all individuals who interact with Lowe Property Group and its affiliated companies.

State-specific privacy notices may be added to this Appendix as required by applicable law.