

Privacy Policy

Last Updated: [September 21, 2025] Noah Property Management (“Noah PM,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with www.willowlakesapt.com and any of our services (the “Website”). By using our Website, you consent to the practices described in this Policy.

Information We Collect

We collect personal information such as name, address, email, phone number, date of birth, employment or rental history, payment details, and credit/background check data when applicable. We also gather non-personal data including device type, browser, IP address, cookies, and website usage. Sensitive information is collected only when necessary, for example, for background checks or rental applications. Communications you provide through various channels are also recorded.

How We Collect Information

Information is obtained through forms like rental applications and maintenance requests, account registrations, payment transactions, third-party sources such as credit bureaus, and automatically via cookies and analytics. We also collect data from communications you send or receive through our communication platforms, which may include email, SMS/text messaging, phone calls, and other systems we use to communicate with our residents and applicants

Use of Information

Your information is used to process rental applications, manage leasing, handle payments and fees, communicate about your account and tenancy, provide customer service and updates, manage maintenance requests, improve our services and Website, comply with legal requirements, and send marketing information only with your consent or as allowed by law.

Communication Policy

By providing your contact details, you agree to receive messages from Noah Property Management through our communication platforms, which may include SMS/text messaging, email, phone calls, and other systems we use to communicate with residents and applicants. These communications may include account updates, payment reminders, application status updates, property notices, maintenance updates, and customer service responses. Standard message and data rates may apply depending on your mobile carrier plan. You may opt out of SMS/text messages at any time by replying

“STOP,” or unsubscribe from emails by using the link provided in the message. We do not share SMS opt-in information, your contact information for marketing, or sell it to third parties.

Disclosure and Security

We share your information only with trusted vendors, property owners, and as required by law or to protect our rights and safety. Data is protected using reasonable technical and administrative safeguards, though no method is completely secure. We retain data as long as necessary and securely delete or anonymize it when no longer needed.