

Student Housing Privacy Policy

Effective Date: [March 17, 2026]

Last Updated: [March 17, 2026]

This Privacy Policy applies to websites and online services operated by Peak Living for student housing communities located in the State of Utah that may be accessed by individuals under the age of 18. It explains how Peak Living collects, uses, shares, and protects personal information when prospective residents, applicants, students, parents, or guardians interact with our student housing websites, applications, leasing offices, portals, and communication systems.

Because student housing applicants may include individuals under 18 years of age, this policy includes additional protections and disclosures regarding minors' information.

Peak Living and its affiliates, subsidiaries, property owners, and managed communities are referred to in this policy as "**Peak Living,**" "**we,**" "**our,**" or "**us.**"

1. Scope of This Policy

This Privacy Policy applies to personal information collected through:

- student housing property websites
- online leasing and application forms
- tour scheduling systems
- resident and applicant portals
- chatbot or AI leasing assistants
- email, text, and phone communications
- social media or marketing campaigns

This policy applies specifically to Utah-based student housing communities managed by Peak Living.

2. Information We Collect

Depending on how you interact with us, we may collect the following categories of information.

Identifying and Contact Information

- name

- email address
- phone number
- mailing address
- school affiliation
- username or account credentials

Student and Housing Information

- expected move-in date
- roommate preferences
- guarantor or co-signer information
- household member information
- unit preferences
- tour history and leasing activity

Financial and Payment Information

- billing information
- payment method details
- transaction history
- rent, deposits, or fee payments

Payment processing is handled by third-party vendors.

Screening and Verification Information

When permitted by law, information used for identity verification, background screening, or qualification for housing may be collected from applicants or third-party screening providers.

Website and Device Information

When you use our websites we may collect:

- IP address
- browser type
- device identifiers
- pages visited
- time and date of visits
- referring websites

- approximate location derived from IP address

Communications

We may keep records of:

- email communications
- phone calls
- text messages
- chatbot conversations
- submitted forms
- surveys or reviews

3. Information Collected from Individuals Under 18

Some applicants for student housing may be under the age of 18. In these cases:

- applications may require involvement of a **parent, guardian, or guarantor**
- a parent or guarantor may be required to provide financial or verification information
- certain agreements may require adult authorization before lease execution

We do not knowingly collect personal information online from children under **13 years of age** without appropriate authorization where required by law.

If we learn that personal information has been collected from a child under 13 without appropriate authorization, we will take steps to delete that information.

Parents or guardians who believe their child has submitted personal information may contact us using the contact information provided in this policy.

4. How We Use Personal Information

We use personal information for the following purposes:

- responding to housing inquiries
- scheduling tours and providing leasing information
- processing housing applications
- verifying identity and eligibility
- coordinating guarantor or co-signer verification

- processing payments and deposits
- communicating about leases, housing availability, renewals, and resident services
- providing maintenance and resident support
- sending reminders or leasing updates
- improving our websites and services
- preventing fraud or misuse
- complying with legal obligations

5. Text Messages, Calls, and Email Communications

If you provide your phone number and/or email address, you consent to receive marketing messages and calls from us about our properties, including communications sent using an automated system or autodialer, at the contact information you provided. Your consent is not a condition of renting or purchasing any goods or services. You may reply HELP for assistance and STOP to opt out of text messages at any time. Message frequency may vary. Message and data rates may apply. By providing your contact information, you also agree to our Terms and Privacy Policy.

We may also send communications related to tours, housing availability, application updates, lease information, community updates, and resident services where permitted by law.

6. AI and Chatbot Communications

AI and Chatbot Communications

Some student housing websites may use chatbot or artificial intelligence tools to assist with answering questions, scheduling tours, and providing leasing information.

Information submitted through chatbot tools may be recorded and used to:

- respond to inquiries
- improve service quality
- monitor system performance
- support leasing operations

AI responses may not always be accurate or complete. Users should contact the leasing office for confirmation of important information.

7. Cookies and Website Technologies

We and our technology vendors may use cookies and similar technologies to:

- remember preferences
- improve website performance
- analyze website traffic
- measure marketing performance

Cookies may collect information such as IP address, device identifiers, and browsing behavior.

Users may control cookies through browser settings.

8. Sharing of Personal Information

Personal information may be shared with:

- property owners
- affiliated Peak Living entities
- property management software providers
- leasing platforms
- payment processors
- identity verification and screening providers
- IT service providers
- marketing and analytics providers
- professional advisors
- government agencies when required by law

Information may also be disclosed if necessary to enforce agreements, protect residents or property, or comply with legal obligations.

9. Data Security

We implement administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, or misuse.

No system is completely secure, and we cannot guarantee absolute security of data transmitted through the internet.

10. Data Retention

Personal information is retained only as long as necessary to:

- process housing applications
- administer leases and occupancy
- maintain records required by law
- resolve disputes
- enforce agreements

Retention periods vary depending on legal and operational requirements.

11. Privacy Rights

Depending on applicable law, individuals may have rights to:

- access personal information
- request correction of inaccurate information
- request deletion of certain information
- opt out of certain types of data processing

Requests may be submitted using the contact information below.

12. Third-Party Services

Our websites may link to third-party services such as payment processors, mapping services, social media platforms, or screening providers.

These services operate independently and have their own privacy policies.

13. Changes to This Policy

Peak Living may update this Privacy Policy from time to time. Updates will be reflected by revising the "Effective Date" at the top of this policy.

14. Contact Information

If you have questions regarding this Privacy Policy or the use of information collected, you can contact us using any of the methods below:

By phone at: (385) 375-3185

By email at: peakcares@peakliving.com

In writing at: Attention - Peak Cares, 2054 W Grove Pkwy Ste D , Pleasant Grove, UT 84062-3464