

PRODUCT SPECIFICATIONS FOR RELATE 24/7

UPDATED: March 5, 2020

These Product Specifications describe the current functionality and certain dependencies of the above-referenced product center (the “Product Center”). Access to and use of the Product Center is governed by an underlying agreement and, as applicable, addendum (collectively, the “Agreement”) with RealPage, Inc. and, as applicable, its affiliates (collectively referred to herein as the “Provider” “we” or “us”). Capitalized terms used in these Product Specifications have the meanings provided in the Agreement unless otherwise defined herein.

Subject to the terms of the Agreement, these Product Specifications may be modified at any time. If we modify these Product Specifications, we will post the updated version at <http://www.specifications.controls.realpage.com> and update the “Updated” date above. We recommend that you review these Product Specifications periodically for any changes. Your continued access to or use of the Product Center will constitute your acceptance of the updated Product Specifications.

1. AUTHORIZED USERS AND PASSWORD

Provider will provide the licensee under the Agreement (“Licensee”) with a user name and password permitting Authorized Users to access the Product Center. Licensee is responsible for the protection and dissemination of such user name and password and for any activities or actions occurring under Licensee’s account or log-in credentials—including, without limitation, for any losses or damages resulting from the loss, theft or misuse of or failure to protect any such user name or password. Licensee will permit only Authorized Users to access the Product Center, will ensure that all Authorized Users comply with the terms and conditions set forth in the Agreement and herein, and will not permit any person that ceases to be an Authorized User to continue to use a user name or password.

2. OVERVIEW OF RELATE 24/7

RELATE 24/7 is an email marketing system that allows Site Owner to manage email communication, including drip marketing campaigns, and text message communication from a single access point. Relate 24/7 can automatically follow up with prospects and help retain residents.

Generate personalized outbound emails and texts to anyone with whom you’d like to stay in contact. This automated system keeps Site Owner in touch without taking time away from the leasing team and is a great way to make certain that you remain in contact and top-of-mind for prospects and residents.

RELATE 24/7 performs the following tasks for each Site:

- Permits Site Owner to send individual or bulk messages via email or text to residents, prospects, and vendors
- Permits Site Owner to create drip marketing campaigns to residents and prospects
- Supports creation of responsive email templates
- Permits Site Owner to track parcels delivered to their office

Note: The RELATE 24/7 Product Center was not designed to store electronic protected health information, as defined by Section 160.103 of the HIPAA Regulations, 45 CFR Parts 160, under the Health Information Portability and Accountability Act Omnibus Final Rule released on January 17, 2013. Users should not use any feature of the RELATE 24/7 Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR RELATE 24/7

This section outlines the major capabilities of RELATE 24/7:

- 3.1. Permits Site Owner to send individual or bulk messages via email or text to residents, prospects, and vendors.
 - a. Relate 24/7 is a web-based tool which permits Site Owner access from any computer with Internet access.
 - b. Permits Site Owner to communicate with one or more prospects, residents, or vendors through supported communication channels.
 - c. On-Demand email feature permits Site Owner to send messages to an individual prospect, resident, or a specified group of recipients; all residents in a building, all residents in the community, etc. Community events, maintenance activities, emergency notifications, package delivery messages, etc., are all delivered with the click of a button.
- 3.2. Permits Site Owner to create drip marketing campaigns to residents and prospects.
 - a. Permits Site Owner to create drip marketing campaigns with controls for how many days between the messages and no limit on the number of messages in each campaign.
 - b. Permits Site Owner to generate and send a series of automated messages on behalf of the community. Communicate the company's branded message to the resident or prospect in a personalized manor that appears to be coming directly from the leasing office. Professionally pre-written campaign messages are included with the system, but Site Owner can change them or create new messages.
 - c. Permits Site Owner to 'set-it-and-forget-it'. Campaign messages can immediately start sending personalized, pre-scheduled messages (with attachments and hyperlinks) to new prospects or residents as soon as they're entered into the Relate 24/7 system either manually or through integration with your property management software.
- 3.3. Supports creation of responsive email templates.
 - a. The template editor within Relate 24/7 supports creation of responsive email templates.
 - b. The template editor provides drag-and-drop controls for ease of use.
 - c. Includes image file storage.
- 3.4. Permits Site Owner to track parcels delivered to their office.
 - a. Allows Site Owner the ability to track parcels delivered to their office by scanning package barcodes to log receipt. (Requires Site Owner to utilize an iOS or Android mobile device or a USB-powered barcode scanner. Devices not provided and must be purchased from a third party.)
 - b. Allows Site Owner to notify residents of package delivery through email or text.
 - c. Allows Site Owner to set automated reminders to be sent to residents if package is not picked up.
 - d. Allows Site Owner to record resident signature electronically upon pickup.
- 3.5. Interfaces
 - a. Accepts nightly batch resident and prospect data from the following systems:
 - (i) AMSI™
 - (ii) OneSite®
 - (iii) Yardi®
 - (iv) MRI®
 - (v) ResMan®

4. CALIFORNIA CONSUMER PRIVACY ACT OF 2018 (“CCPA”) DATA PROCESSING STATEMENT

This CCPA Data Processing Statement applies to “Personal Information” of a “Consumer” as those terms are defined under the CCPA (referred to hereafter as “Personal Data”) that RealPage processes in the course of providing services under the Product Center (“Services”) governed by the Agreement to Customer.

RealPage understands the terms in this CCPA Data Processing Statement and agrees to comply with them. The terms of this CCPA Data Processing Statement will prevail in connection with the purpose and scope of this CCPA Data Processing Statement over any conflicting terms in the Agreement.

- 4.1. Customer’s Role. The Customer is a for profit entity that determines the purpose and means of processing Personal Data. Customer will provide Personal Data to RealPage solely for the purpose of RealPage performing the Services.
- 4.2. RealPage’s Role. RealPage shall provide the Services and process any Personal Data in accordance with the Agreement. RealPage may not retain, use, or disclose Personal Data for any other purpose other than for providing the Services and in performance of the Agreement.
- 4.3. Data Processing, Transfers, and Sales. RealPage will process Personal Data only as necessary to perform the Services, and will not, under any circumstances, collect, use, retain, access, share, transfer, or otherwise process Personal Data for any purpose not related to providing such Services. RealPage will refrain from taking any action that would cause any transfers of Personal Data to or from RealPage to qualify as “selling personal information” as that term is defined under the CCPA.
- 4.4. Sub-Service Providers. Notwithstanding the restrictions in Section 2.3, Customer agrees that RealPage may engage other Service Providers (as defined under the CCPA), to assist in providing the Services to Customer (“Sub-Service Providers”). RealPage carries out appropriate due diligence on each Sub-Service Provider and the arrangement between RealPage and each Sub-Service Provider is governed by a written contract which includes terms substantially equivalent to those set out in this CCPA Data Processing Statement.
- 4.5. Security. RealPage will use commercially reasonable security procedures that are reasonably designed to maintain an industry-standard level of security, prevent unauthorized access to and/or disclosure of Personal Data.
- 4.6. Retention. RealPage will retain Personal Data in accordance with Customer instructions, the terms of the Agreement, or any applicable law(s), whichever requirement is controlling under the circumstances. At the termination of this CCPA Data Processing Statement, or upon Customer’s written request, RealPage will either destroy or return Personal Data to the Customer, unless legal obligations require storage of the Personal Data.
- 4.7. Assistance with Consumers’ Rights Requests. If RealPage, directly or indirectly, receives a request submitted by a Consumer to exercise a right it has under the CCPA in relation to that Consumer’s Personal Data, it will provide a copy of the request to the Customer. The Customer will be responsible for handling and communicating with Consumers in relation to such requests.
- 4.8. Enforceability. Any provision of this CCPA Data Processing Statement that is prohibited or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof. The parties will attempt to agree upon a valid and enforceable provision that is a reasonable substitute and shall then incorporate such substitute provision into this CCPA Data Processing Statement.