

PRODUCT SPECIFICATIONS FOR LEASESTAR CLASSIFIED SERVICE

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 LEASESTAR CLASSIFIED SERVICE

LEASESTAR CLASSIFIED SERVICE is a bundled offering composed of LeaseStar Posting Suite and LeaseStar Campaign Services, which is accessible through the LeaseStar Marketing Center, and is designed to assist Site Owner to create and post a Site’s ads to Internet classified services, track the performance of those ads, and provide reporting insight.

Note: The LEASESTAR CLASSIFIED SERVICE 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 LEASESTAR CLASSIFIED SERVICE Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR LEASESTAR CLASSIFIED SERVICE

This section outlines the major capabilities of LEASESTAR CLASSIFIED SERVICE:

3.1. LeaseStar Posting Suite

- a. Provides Site Owner with management oversight through dashboard reports
 - (i) Internet classified services Lead Metrics represented in multiple dashboard charts for Site Owner
- b. Assists Site Owner to create a listing/ad for Internal classified services
 - (i) Floorplan selection
 - (ii) Title creation and selection

- (iii) Posting location
- (iv) Selection of layout and header
- (v) Description editing
- (vi) Election to include link to external web site or alternative
- (vii) Election to include/customization of link to web lead form
- c. Assists Site Owner to manage saved listings
 - (i) Close listings: uses an existing listing or postings as a template/starting point for creating a new listing or posting
 - (ii) Edit existing listings
- d. Assists Site Owner to manage saved titles
 - (i) Edit exiting titles
 - (ii) Create new titles
- e. Assists Site owner to post an ad to internet classified services from a listings library
 - (i) Create and post
 - (ii) Post saved listings
 - (iii) Posting assistant user interface
- f. Assists Site Owner to set up posts to internet classified services using posting schedules
 - (i) Custom schedule names
 - (ii) Assign the schedule to Site Owner for posting
 - (iii) Select among floorplans and/or listings for rotation
 - (iv) Set the posting frequency, days, times, start date, end date
 - (v) Up to five (5) schedules per day based on need, hours of operation, and industry best practices
- g. Assists Site Owner to post an ad to internet classified services from a campaign alert
 - (i) Set notification preference for Site Owner
 - (ii) Alert notifications by email
- h. Captures phone leads and web leads from internet classified services ads
 - (i) Leads are captured through a custom phone number generated for each site's internet classified services channel
 - (ii) Leads are also captured through a web form linked to the Internet classified services posting if this feature option is enabled
- i. Provides Site Owner access to phone leads and web leads from internet classified services ads
 - (i) All leads can be accessed in the lead center
 - (ii) Dashboards provide management level reporting on marketing channel activity, web lead details, and phone lead details
- j. Assists Site Owner to respond to web leads from internet classified services ads
 - (i) View lead details, site/ad profile details, lead activity history
 - (ii) Select from a variety of reply formats/templates and customize Site Owner's response
 - (iii) Track lead management activities automatically in the activity history thread
- k. Tracks the results of a site's internet classified services postings
 - (i) Site-level channel lead attribution through phone numbers
 - (ii) Posting-level optimization with a unique extension
 - (iii) Some types of web leads are also attributable to the postings
 - (iv) Clicks generated from inclusion of a web site or to the lead form page are tracked

- I. Provides Site Owner access to reports to optimize internet classified services campaigns
 - (i) Key metrics
 - (ii) Site summary
 - (iii) Channel summary
 - (iv) Lead details
- 3.2. LeaseStar Campaign Services
 - a. Entitles Site Owner to assistance with the setup of unique listings
 - (i) Twenty (20) unique listings per site
 - (ii) Combines different designs with written descriptions based upon a completed implementation form (“IF”) from Site Owner, local research, and industry standard practices in site description marketing for internet classified services
 - b. Provides Site Owner with quarterly campaign service
 - (i) After establishing a site’s campaign, provider will schedule and deliver one (1) campaign service every three (3) months
 - (ii) A campaign service comprises the following tasks: monitor the campaign for issues and provide an overall assessment of the campaign
 - (iii) After the assessment of the campaign, Site Owner is entitled to either (i) the performance of a tune-up service if the site has optimization potential, or (ii) a recovery plan for deleted provider content to restore the baseline of posting success
 - (iv) A Tune-up service is performed in a single session, and a site must have preserved the twenty (20) provider listings, twenty (20) provider titles, and have posted provider content twenty (20) times in the month prior to a tune-up service
 - (v) Site Owner may purchase an additional tune-up service for undisplayed listings
 - (vi) Remediation service at any time according to the then current standard pricing
- 3.3. LeaseStar Classified Service User Access testing (“UAT”) Environment
 - a. LeaseStar Classified Service – UAT
 - (i) Site Owner must purchase separately the LeaseStar Classified Service product to be eligible to purchase the LeaseStar Classified Service – UAT product.
 - (ii) The LeaseStar Classified Service – UAT product includes the same features as the LeaseStar Classified Service product, with the following exceptions:
 - 1. Content cannot be posted to an internet classified service from the LeaseStar Classified Service – UAT product.
 - 2. Site Owner must direct provider as to what available property management system and account to integrate with the LeaseStar Classified Service – UAT product. The LeaseStar Classified Service – UAT product cannot make a permanent connection to the OneSite – UAT product (if purchased separately by Site Owner).
 - 3. Site Owner shall pay any fees incurred as a result of integrating the LeaseStar Classified Service – UAT product with a third-party property management system.
 - 4. The data reporting functionality of the LeaseStar Classified Service product is not available with the LeaseStar Classified Service – UAT product.

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.