

PRODUCT SPECIFICATIONS FOR LEASESTAR SOCIAL REFERRALS

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 SOCIAL REFERRALS

LEASESTAR SOCIAL REFERRALS (LSR) (formerly known as RentMineOnline™) provides Site Owner with a social media referral campaign service and toolset for implementing social marketing campaigns.

The LSR campaigns comprise:

- Account setup, management, launch, and support for email-based campaigns.
- Campaign tracking in the LSR Reporting dashboard.
- Incentive fulfillment on behalf of Site Owner for resident campaign participation.
- Access to social marketing on social networks, including Facebook, Twitter, and LinkedIn®.

Site Owner may, in its sole discretion, offer incentives to Site residents for participation in LSR campaigns.

3. DETAILED SPECIFICATIONS FOR LEASESTAR SOCIAL REFERRALS

This section outlines the major capabilities of LEASESTAR SOCIAL REFERRALS:

3.1. Social Referral Campaign Tools

- a. LSR provides a sample campaign email format for approval by Site Owner.
- b. Site Owner is responsible for supplying Provider with access to certain required resident information from Site Owner’s property management system (OneSite®, Yardi®, and so on). LSR can provide sample scripts or instructions for Site Owner to extract resident contact

information from certain third-party property management systems. Required resident information includes:

- (i) First name
 - (ii) Last name
 - (iii) Email address
- c. Site Owner, in its sole discretion, determines what incentives will be provided to residents for participation (see below).
- d. LSR sends campaign email messages to Site Owner's resident contacts.

3.2. Campaign Process and Incentives

- a. Campaigns conducted through LSR typically have two components:
- (i) A LeaseStar Social Referrals Participation Incentive Product (Incentive), which is intended to encourage Site Owner's residents to enroll in the campaign service. Incentives are tracked by LSR, and delivered by Provider to Site Owner's residents on behalf of Site Owner.
 - (ii) A referral bonus, which is an amount determined and paid by Site Owner, in Site Owner's sole discretion, directly to Site Owner's residents. The amount is stated in the campaign email message, but is not tracked or managed by LSR, and Provider has no responsibility to pay or track the referral bonus.
- b. Site Owner must specify to Provider two parameters for each campaign:
- (i) The maximum number of Incentives to be issued for that campaign per Site, which is implemented as the first pre-established number of residents to enroll after the campaign email message is sent.
 - (ii) The dollar amount of each Incentive.
- c. LSR allows Site Owner's residents to enroll in the campaign for up to six (6) days after the campaign email message is sent. Incentives are provided only during this period, and only up to the maximum number designated by Site Owner on LSR.
- d. By clicking the button on LSR that indicates approval of the campaign, Site Owner agrees to reimburse LSR for any expenses incurred relating to the Incentives, including but not limited to:
- (i) The number of Incentives:
 - 1. physically delivered to Site Owner or
 - 2. electronically delivered to Site residents, multiplied by the face value of the Incentives, plus
 - (ii) Any applicable processing Fees identified in the Governing Documents. These expenses will be billed to Site Owner in the next billing cycle following the campaign.

3.3. Resident Referral Account Tools

- a. LSR provides a resident configuration interface, which allows residents to enroll and configure information required to participate in the campaign. Residents can configure campaign channels including:
- (i) Email (Google Mail™ webmail service, AOL® service, Yahoo!® Mail, Microsoft® Outlook®)
 - (ii) Twitter®
 - (iii) Facebook®
 - (iv) MySpace®
 - (v) LinkedIn®
- b. LSR provides self-service instructions for the resident to send email messages or post messages through each supported campaign channel.
- c. Provider delivers Incentives to the qualifying residents on behalf of Site Owner.

3.4. Campaign Tracking Tools

- a. LSR provides Site Owner with an interface to monitor the results of social campaigns and the distribution of referral marketing messages. This tracking includes a time-based view with key metrics such as:
 - (i) Email messages sent with open, click, unsubscribe, and bounced message counts.
 - (ii) Number of participating residents through Facebook, Twitter, LinkedIn, and email.
 - (iii) Number of friends reached through Facebook, Twitter, LinkedIn, and email.
 - (iv) Facebook referrals.
 - (v) Email referrals.
 - (vi) Facebook, Twitter, and LinkedIn shares.

3.5. Additional Features

- a. Resident testimonial HTML widgets allow display of resident testimonials on Site Owner's website. Site Owner is responsible for integrating any HTML code required into its website.
- b. LSR search drop-down toolbars allow social search from Site Owner's website. Site Owner is responsible for integrating any HTML code required into its website.

3.6. LeaseStar Social Referrals – Additional Campaigns

- a. As an additional Product to be used in conjunction with LSR, Site Owner may purchase separately the LeaseStar Social Referrals – Additional Campaigns Product (in excess of those included at no additional cost with the purchase of LSR) for those Sites that have increased marketing needs due to occupancy, seasonality, or for lease-up.

3.7. LeaseStar Social Referrals – QR Code Marketing Posters

- a. As an additional Product to be used in conjunction with LSR, Site Owner may purchase separately the LeaseStar Social Referrals – QR Code Posters Product to display at the Site, promoting LSR through an offline mobile strategy.

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.