

## PRODUCT SPECIFICATIONS FOR LEASESTAR REPUTATION RADAR (RENTSENTINEL®)

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 REPUTATION RADAR (RENTSENTINEL®)

LEASESTAR REPUTATION RADAR (RENTSENTINEL®) (“Reputation Radar”) is a social marketing tool that allows a Site Owner to publish statuses, links, and photos to social sites from a single source. Reputation Radar also displays social site statistics and reviews.

Reputation Radar performs the following tasks for each Site:

- Provides Site Owner with the ability to publish to Twitter.
- Provides Site Owner with the ability to publish to Facebook.
- Provides Site Owner with the ability to source and view a Site’s ratings from ApartmentRatings.com.
- Provides Site Owner with the ability to view all shares for a particular Site.
- Provides Site Owner with the ability to view all shares pending approval.
- Provides Site Owner with an interactive LeaseStar RentSocial dashboard.

Note: The LEASESTAR REPUTATION RADAR (RENTSENTINEL®) 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 REPUTATION RADAR (RENTSENTINEL®) Product Center to upload or to store any electronic protected health information.

### 3. DETAILED SPECIFICATIONS FOR LEASESTAR REPUTATION RADAR (RENTSENTINEL®)

This section outlines the major capabilities of LEASESTAR REPUTATION RADAR (RENTSENTINEL®):

- 3.1. Provides Site Owner with the ability to publish to Twitter.
  - a. Site Owner can establish a connection to a Site's Twitter account and publish statuses and links.
  - b. A Twitter dashboard provides reporting on the following attributes of the account:
    - (i) Timeline
    - (ii) Mentions
    - (iii) Tweets
    - (iv) My Tweets Retweeted
    - (v) Retweets
  - c. Twitter-specific stats/charts are displayed containing data for:
    - (i) Shares Tweeted
    - (ii) Followers
    - (iii) Tweets
    - (iv) Retweets
- 3.2. Provides Site Owner with the ability to publish to Facebook.
  - a. Site Owner can establish a connection to a Site's Facebook fan page and publish statuses, links, and photos.
  - b. A Facebook dashboard displays an interactive fan page wall, which supports likes and comments.
  - c. Facebook-specific stats/charts are displayed containing data for:
    - (i) Shares posted using Reputation Radar.
    - (ii) Impressions: Count of impressions associated with a Site's page in the last seven (7) days.
    - (iii) Viewers: Count of unique visitors to a Site's page in the last seven (7) days.
    - (iv) Engages: Count of unique visitors who engaged with a Site's page, based on clicks in the last seven (7) days.
    - (v) Total Fans: The total number of people who have clicked 'Like' on a Site's page.
- 3.3. Provides Site Owner with the ability to source and view a Site's ratings from ApartmentRatings.com.
  - a. An ApartmentRatings.com dashboard displays all ratings for the Site.
- 3.4. Provides Site Owner with the ability to view all shares published or for a particular Site.
  - a. A 'view all shares' page lists all of a Site's shares grouped into the following statuses:
    - (i) Approved
    - (ii) Pending
    - (iii) In-Process
    - (iv) Posted
    - (v) Rejected
    - (vi) Failed
- 3.5. Provides Site Owner with the ability to view all shares pending approval.
  - a. Reputation Radar has a variety of Authorized User roles, including a role that allows a designated Authorized User to approve or reject all pending shares for a single Site or Manager's entire portfolio from one console.
- 3.6. Provides Site Owner with an interactive LeaseStar RentSocial dashboard.

- a. Available interactive features include:
    - (i) Access to publish statuses or blog posts to a Site's RentSocial page.
    - (ii) Comment on reviews.
    - (iii) Modify answers to a Site's Q&A section.
    - (iv) Modify a Site's default photo or description.
  - b. Available statistics for viewing:
    - (i) Posted Shares
    - (ii) Email Leads
    - (iii) Phone Leads
    - (iv) User Activity
    - (v) Share Feedback
    - (vi) Reviews
    - (vii) Residents
  - c. View ratings from residents and LeaseStar RentSocial users.
  - d. View and approve residents.
  - e. View reviews.
  - f. View blogs.
  - g. View statistics on RentSocial leads and visits.
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.