

PRODUCT SPECIFICATIONS FOR LEASING & MARKETING SEO SERVICES

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 LEASING & MARKETING SEO SERVICES

LEASING & MARKETING SEO SERVICES provides provides search engine optimization and additional features for LeaseStar Community Websites. The LeaseStar SEO Service is developed to enhance search engine visibility for each Site web site. Provider offers two different service levels. The Standard level provides an enhanced template and directory submission service, analytics setup, keyword rank tracking and ongoing link building, and content development services. The Advanced level provides all of the services provided in the Standard level and adds SEO landing page generation, additional link building, enhanced analysis features, and a live quarterly review with an SEO analyst for each Site. Provider does not represent, warrant, or guarantee that a Site web site will achieve a favorable position in any particular search engine. Provider cannot control and does not guarantee which, if any, search engines or other service providers will accept the submission of a web site or other content.

LEASING & MARKETING SEO SERVICES performs the following tasks for each Site:

- Permits the Site web site to have optimized content including Meta Tags, Description, and Title Tags as well as various other elements of optimized content.
- Permits the Site web site to have a professionally configured analytics and reporting tool.
- Permits the Site Owner to track its web site’s keyword rank in specific search engines and to show keyword ranking trends over time.
- Permits the Site web site to grow in off-site “credibility” using various link building techniques and content generation techniques, with levels that vary by service level selection.

- Permits a temporary SEO single-page microsite to go live while the Site web site is being developed. Upon completion of the Site web site, the temporary microsite will be redirected to the Site web site.

Note: The LEASING & MARKETING SEO SERVICES 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 LEASING & MARKETING SEO SERVICES Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR LEASING & MARKETING SEO SERVICES

This section outlines the major capabilities of LEASING & MARKETING SEO SERVICES:

3.1. One Time Setup

- a. Initial Optimization and Setup
 - (i) Submission to major search engines, verified crawl, and error check
 - (ii) Initial link building to build credibility and authority
- b. Traffic Reporting
 - (i) Setup of Google Analytics™
 - (ii) Setup of Google Webmaster Tools™
 - (iii) Weekly traffic reporting through email

3.2. Ongoing Service

- a. SEO Landing Pages
 - (i) Landing page focuses SEO value on a page targeted to a set of keywords, which can also be used for geographic or demographic targeting.
 - (ii) Site Owner may choose a standard landing page template (custom design work is not included).

	Standard	Advanced
Leasing & Marketing SEO Ongoing Service		
SEO Enhanced Template. Ability to launch additional Site web site pages.	✓	✓
Enhanced Website SEO Setup. Titles, Keywords, Descriptions, and Content Keyword Optimization.	✓	✓
Initial Setup. Submit sitemap to major search engines, verify crawl, initial link building.	✓	✓
Analytics Setup. Google Analytics Setup, Webmaster Tools Setup, and Monthly Traffic Reports.	✓	✓
Local Directory Listings. Submit Websites to 180+ Directories.	✓	✓
Local Search Setup. Assist with setting up Places pages. Requires Site staff assistance; limited to content development and one scheduled assistance call.	Google Places™	Google Places Yahoo Local Page™ Bing Local Page™
Content Creation. One Content Snippet created per month.	✓	✓

SEO Tracking. Identify and track ranking for high-value keywords (number of keywords indicated).	10 (Google)	60 (20 each Google, Bing, Yahoo)
Link Building. Targeted number of links per month indicated; cannot guarantee actual number delivered.	7	15
Quarterly Analytics Brief. Written by one of our SEO analysts, this report details Site progress over the preceding quarter.	✓	✓
SEO Landing Pages. Create one landing page per quarter per Site.		✓
Enhanced Analysis		
<ul style="list-style-type: none"> • Quarterly online meeting with an SEO analyst. • Configuration of Analytics Goals & Funnels. • Access to SEO Portal with Enhanced Reports. 		✓

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.