

PRODUCT SPECIFICATIONS FOR LEASING & MARKETING MOBILE COMMUNITY WEBSITE

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 MOBILE COMMUNITY WEBSITE

LEASING & MARKETING MOBILE COMMUNITY WEBSITE assists Site Owners to reach prospective renters who are searching for apartments through mobile technology. Mobile Community Website is a mobile-optimized marketing website that will facilitate conversion of a Site’s mobile traffic into higher converting leads. Like the LeaseStar Community Website, prospective renters will be able to see Site information, search for Unit availability, and obtain rental rates in real time. The Site information presented on the Mobile Portal is based upon existing setups for RealPage[®] Products, which makes the information consistent and easily manageable all in one place.

3. DETAILED SPECIFICATIONS FOR LEASING & MARKETING MOBILE COMMUNITY WEBSITE

This section outlines the major capabilities of LEASING & MARKETING MOBILE COMMUNITY WEBSITE:

- 3.1. Permits the Site Owner to make Site websites available through mobile devices.
 - a. Allows prospective renters to find a Site.
 - b. Allows prospective renters to view Site listing information including photos, Site descriptions, amenities, pet policy, parking policy, and office hours.
 - c. Allows prospective renters to see Site location on interactive maps and get directions to the Site.

- d. Mobile website is optimized for viewing on three levels, which are automatically determined by the Product:
 - (i) Smartphones running operating systems, including but not limited to iPhone[®], Android[™], and WebOS, receive a touch-screen style design.
 - (ii) Feature phones such as Blackberry[®] phones with advanced web browsers retain moderate styling as supported by each device.
 - (iii) Basic browser phones that support limited styling receive basic, but functional pages.
- 3.2. Permits the prospective renters to view floor plans and check Unit availability.
 - a. Allows prospective renters to view floor plans and pricing offered by the Site.
 - b. Allows prospective renters to view floor plans and to click to view Unit availability.
- 3.3. Permits the prospective renters to submit a lead.
 - a. Allows prospective renters to submit a lead for quote or appointment through email.
 - b. Allows prospective renters to call the Site with the click of a button.
 - c. Creates guest cards when a quote is generated in a lead tracking system.
- 3.4. Automatically integrated with LeaseStar Community Websites.
 - a. When both Products are purchased for a Site, a prospective renter will be directed automatically to the correct presentation (either the Community Website or the Mobile Community Website).
 - b. Integration options are available for third-party websites. (Requires a small amount of code, provided by LeaseStar, to be added to the existing website).
- 3.5. Content is dynamically driven (one source must be selected).
 - a. Through compatible third-party services.
 - b. From the RealPage OneSite[®] Portal.
 - c. From the LeaseStar Marketing Center.
- 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.