

PRODUCT SPECIFICATIONS FOR LEASING & MARKETING—WEBSITE COPY 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—WEBSITE COPY SERVICES

LEASING & MARKETING—WEBSITE COPY SERVICES provides customers with a learning platform to effectively deliver, manage, track, and report employee learning activities. EasyLMS works on all phones and tablets with its mobile-optimized interface, providing various user roles to facilitate access to training, team management, and system administration. The EasyLMS purchase includes access to mobile-friendly courseware across both the RealPage On Demand Product Training Catalog and the RealPage On Demand Multifamily Specific Soft-skills Catalog. This includes the ability to create, upload, and manage customer-created courseware and instructor-led classes. The RealPage EasyLMS offers branding capabilities to customize fonts, color schemes, images, email notifications, certificates, and frequently asked questions (FAQs). The system also offers robust custom and standard out-of-the-box reporting options. With motivational mechanics in place, you can promote organic competition and active engagement to motivate learners long-term.

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

3. DETAILED SPECIFICATIONS FOR LEASING & MARKETING—WEBSITE COPY SERVICES

This section outlines the major capabilities of LEASING & MARKETING—WEBSITE COPY SERVICES:

- 3.1. Assists Site Owner with providing pertinent information via a questionnaire.
 - a. Site Owner must submit a completed property questionnaire.
 - b. Gives Site Owner concise prompts to help supply necessary information regarding demographics, floorplans, features, amenities and so on.
 - c. Serves as the base resource for property- and unit-specific information written in the content.
- 3.2. Allows Site Owner to identify any regional or neighborhood points of interest to highlight.
 - a. Increases hyperlocal recognition for prospects.
 - b. Sets content apart from competitors.
- 3.3. Works with current branding where applicable.
 - a. Preserves community taglines, verbiage, and/or copyrights as identified by Site Owner (where applicable).
 - b. Maintains seamless transition with desired brand recognition.
- 3.4. Assists Site Owner with specifying content voice and style.
 - a. Simplifies content voice selection with easy questionnaire menu choices; for example, modern versus traditional, urban versus suburban.
 - b. Simplifies content style selection with easy questionnaire menu choices; for example, concise versus robust.
 - c. Includes space for additional descriptive terms as chosen by Site Owner.
 - d. Allows Site Owner to identify specific terminology to include or exclude from the content.
- 3.5. Accommodates Site design by tailoring content length and scope.
 - a. Relies on word and/or character maximums for individual Site pages to ensure text does not exceed specifications.
 - b. Works with Provider website templates or clearly defined Site Owner specifications for preexisting Sites.
 - c. Typically includes five pages of content: homepage, floorplans page, gallery page, features/amenities page, and neighborhood page.
 - d. Suggested maximum of no more than 250 words per page.
- 3.6. Utilizes available media to assist with unique content creation.
 - a. Uses specific floorplans provided by Site Owner (where applicable).
 - b. May include captions for gallery images upon request; gallery pages exceeding 250 words, including captions, may be subject to additional fees.
- 3.7. Includes page titles.
 - a. Includes one title for each page of content.
 - b. Uses a maximum of 70 characters or the character maximum as dictated by the Site, whichever is fewer.
- 3.8. Supports SEO keywords.
 - a. Supports incorporation of keywords according to Provider best practices.
 - b. Keywords may be supplied by the Site Owner or Provider; keywords generated by Provider's submarket research are subject to applicable service fees and must be included in the Statement of Work (SOW).

- 3.9. Edited by professional copy editor.
 - a. Fact-checked against the information provided by the Site Owner in the questionnaire.
 - b. Reviewed for adherence to voice and style specifications.
 - c. Revised according to best practices for mechanics, flow, and consistency.
- 3.10. Includes Site Owner approval process.
 - a. Product includes one revision based on clearly indicated changes requested by the Site Owner.
 - b. Site Owner has two weeks upon Provider delivery of the Product to request a revision.
 - c. Defaults to finalized Approved status if no revision request is made within two weeks; subsequent requests made outside this period may be subject to a new SOW.
- 3.11. Syncs with other Provider Products.
 - a. Product may be purchased separately or together with other Provider Products, such as LeaseStar SEO Advanced Services or RealPage Online Leasing.

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.