

## PRODUCT SPECIFICATIONS FOR ON-SITE LEAD TRACKING & CRM

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 ON-SITE LEAD TRACKING & CRM

ON-SITE LEAD TRACKING & CRM has two primary tool sets:

- Marketing Suite allows clients to:
  - Tie lead tracking to marketing sources for better measurement, management, and optimization
  - Craigslist posting tool offers a browser-based widget that allows clients to create apartment advertisements and tools to pull apartment specs from marketing suite to populate the Craigslist ad
- Guest Cards (Lead Management CRM):
  - Capture prospective renters’ first interest/contact with a property
  - Track and manage guest card leads via an automated workflow through to conversion (submission of rental application)

Note: The ON-SITE LEAD TRACKING & CRM 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 ON-SITE LEAD TRACKING & CRM Product Center to upload or to store any electronic protected health information.

### 3. DETAILED SPECIFICATIONS FOR ON-SITE LEAD TRACKING & CRM

This section outlines the major capabilities of ON-SITE LEAD TRACKING & CRM:

### 3.1. On-Site CRM

- a. Single-environment lead capture/management with concurrent integration into client property management software
- b. Leasing agent assignments for commission management
- c. Lead prequalification via client-generated custom questions on guest cards
- d. Tour availability lets prospects schedule appointments in real time based on leasing office calendar
- e. Customizable availability alerts to notify prospects when a preferred unit goes on the market
- f. Automated guest card creation and lead tracking via:
  - (i) Phone
  - (ii) Email
  - (iii) Client and third-party websites
  - (iv) MITS standards API
- g. Manual guest card data entry by leasing staff for walk-in leads
- h. Duplicate detection flags guest cards deemed redundant based on key identifiers
- i. Invite guest card leads to apply via email
- j. Marketing and Lead Source tracking
- k. Client-facing reporting:
  - (i) Complete Guest Card Data provides all captured guest card details
  - (ii) Guest Card by Contact Type offers snapshot of lead/guest card activity by originating source and agent assignment, including conversion to lease
  - (iii) Conversion Report includes guest card status (Active, Inactive, Canceled, Rejected, Pending, Approved) and ratio converted to a lease
  - (iv) Marketing Referral Source tracks leads by their respective originating source(s)

### 3.2. On-Site CRM with follow-up prompts (in addition to above)

- a. An optional feature providing leasing staff with a dynamic, rules-based to-do list to ensure that optimal lead management processes are followed and measured
- b. All agent follow-up activity or missed activities are logged and visible in the follow-up module and home screen “widgets” for real-time monitoring by site and executive management
- c. Client-facing reporting:
  - (i) Guest Card Follow Up Performance Report provides detailed statistics of successful follow-up activities, missed follow-ups and lead conversions (to an application) by property and site staff

### 3.3. On-Site Lead source tracking (10 phone numbers and unlimited emails)

### 3.4. On-Site additional toll-free or local phone numbers

## 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.