

PRODUCT SPECIFICATIONS FOR CONTACT CENTER—OUTBOUND

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 CONTACT CENTER—OUTBOUND

CONTACT CENTER—OUTBOUND helps properties to improve lead nurturing and resident retention efforts. RealPage CONTACT CENTER—OUTBOUND can be added to any RealPage Contact Center Leasing product including Conventional Leasing, Single Family Leasing, and Senior Leasing.

The Outbound lead nurturing service provides properties with increased ability to convert leads from multiple sources to active prospects and visits. These leads can come from purchased call lists, cold leads from the property management system, sister properties, or leads obtained from other third-party sources or referrals. Outbound lead nurturing can be in support of normal day-to-day operations, or tailored to support a specific lead campaign by the customer. Some or all Outbound lead nurturing services may be unavailable in certain jurisdictions due to applicable laws or regulations that limit or prohibit such services.

Contact Center associates will log all Do Not Call (DNC) requests received from individuals, report such requests to Site Owner, and remove the applicable phone numbers from any call lists previously provided by Site Owner to RealPage. However, Site Owner is responsible for: (i) timely scrubbing all call lists against any applicable DNC registry (state, federal, or otherwise) prior to providing them to RealPage or requesting that RealPage Contact Center make outbound calls from such lists; and (ii) otherwise adhering to applicable DNC laws and regulations.

3. DETAILED SPECIFICATIONS FOR CONTACT CENTER—OUTBOUND

This section outlines the major capabilities of CONTACT CENTER—OUTBOUND:

3.1. Outbound

The Outbound product complements Leasing and Resident Retention efforts. The major capabilities of Outbound include¹:

- a. Track outbound calls to leads in the RealPage Contact Center systems and in the property's prospect management system (with proper access documentation).
- b. Comply with applicable FTC/FCC guidelines for outbound calling efforts.
 - (i) Utilize "push to call" methodology for outbound calls; no auto-dialer is used.
- c. Allow a variable number of outbound attempts per lead up to four attempts based upon campaign needs.

3.2. Additional Add-On Options

Additional Add-On Options permit the Site Owners to further customize their product options based on their unique needs:

- a. Dedicated Staff (charged per head count).
 - (i) Allow full-time outbound campaign efforts to meet a variety of outbound needs.

3.3. Reporting

The Reporting feature permits an Authorized User to:

- a. Provide reporting ability to track outbound calls by attempts, contact status, and lead status (warm lead, not interested, no contact).

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

¹ Outbound lead nurturing may not be available in certain jurisdictions, in whole or in part, where prohibited by applicable law or regulation.

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.