

PRODUCT SPECIFICATIONS FOR REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS

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 REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS

REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS is a 24-hours-a-day, seven-days-a-week communications solution that answers and responds to inbound leasing interactions. The community provides RealPage with an in-depth profile of the property, including floor plans, key features and benefits, pricing and availability, and neighborhood data directly from a “self-managed” online community portal, which is called “Property Knowledge” (PK). This enables the Leasing Contact Center representative to have property information available when a leasing inquiry is answered on behalf of the community.

Note: The REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS 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 REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS

This section outlines the major capabilities of REALPAGE CONTACT CENTER—LEASING COMMUNICATIONS:

3.1. Call Routing and Provisioning

- a. Call Routing and Provisioning features include:

- (i) Call routing based on the leasing call product purchased (see Call Product Options later in this document).
- (ii) Optional email routing to the Leasing Contact Center.
- (iii) Transmission of a guest card email or, when integrated, a guest card entry into a property management system.

3.2. Guest Card Information

- a. The Guest Card Information feature provides access to the following information, when provided by the prospect:
 - (i) Lead type
 - (ii) Advertising source
 - (iii) Pricing Quotes (up to two)
 - (iv) Name
 - (v) Phone number(s)
 - (vi) Email
 - (vii) Address (if available)
 - (viii) Move-in date
 - (ix) Home size
 - (x) Number of occupants
 - (xi) Lease term
 - (xii) Desired rent
 - (xiii) Visit set (date/time)
 - (xiv) Miscellaneous associate notes related to specific prospect needs
 - (xv) Pets
- b. For purposes of lead tracking, all interactions directed into the Leasing Queue are considered “billable guest cards.”
- c. Visits/Tour Ratios are calculated by taking the number of Interactions that come into the Leasing queue, subtracting the non-qualifying leads (for example, resident inquiries, vendor calls, and so on), and dividing the number of visits/tours scheduled against that number.

3.3. Call Product Options

- a. Call Product Options permits Site Owners to select call handling and routing options based on their unique needs:
 - (i) All Leasing Communications:
 - 1. Route all incoming leasing calls directly to the Leasing Contact Center.
 - 2. Allow non-leasing calls to be routed back to the leasing office or voice mail, depending on the IVR option selected by the prospect.
 - 3. Allow “All emails” or “No emails” as an additional product option breakout.
 - (ii) Missed Leasing Communications:
 - 1. Leasing calls are initially routed to the property and after a set number of rings sent to the RealPage Contact Center.
 - 2. After Hours leasing calls will be directly sent to the RealPage Contact Center.
 - 3. Allow “All emails” or “No emails” as an additional product option breakout.
 - 4. Allow non-leasing calls to be routed back to the leasing office or voice mail, depending on the IVR option selected by the prospect.
 - 5. “After hours” is a programmable feature under missed calls.

3.4. Additional Add-On Options and Communications Suite

- a. Additional add-on options permit the Site Owners to further customize their product options based on their unique needs:
 - (i) Instant call reply (with the “All emails” option): Provides the capability for the Leasing Contact Center associate to make an outbound call in response to an inbound prospect email message.
 - (ii) Click to chat:
 1. Allows online chat through the Internet.
 2. Requires the chat widget to be placed on property websites.
 - (iii) Access call recordings and chat transcripts (charged per Authorized User):
 1. Allows access to call recordings of inbound calls and chat transcripts.
 2. Access recordings and transcripts for up to 90 days.
 - (iv) Additional toll-free tracking phone numbers: Allows additional lines to be obtained for unique marketing needs (additional cost may apply).
 - (v) Custom call greeting: Allows the call greeting to be customized to a customer’s needs.
 - (vi) Custom email response template: Allows a customized email response to be sent to prospects, rather than the standard format used by the Leasing Contact Center.

3.5. Reporting

- a. The Reporting features permit an Authorized User to:
 - (i) Access a suite of reports through the RealPage Portal that offers a variety of information, available at both the property and portfolio level.
 - (ii) Review contact volume and Guest Card Information.
 - (iii) Review advertising source metrics and contact type (phone, chat, or email).
 - (iv) Assess inbound leasing inquiries to determine success of advertising efforts.
 - (v) Automated report subscriptions are also available via email for some reports.
- b. For purposes of lead tracking, *all interactions* directed into the Leasing Queue are considered “billable guest cards.” Visits/Tour Ratios are calculated by taking the number of Interactions that come into the Leasing queue, subtracting the non-qualifying leads (for example, resident inquiries, vendor calls, and so on), and dividing the number of visits/tours scheduled against that number.

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.