

PRODUCT SPECIFICATIONS FOR SOCIAL MEDIA OPTIMIZATION

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 SOCIAL MEDIA OPTIMIZATION

SOCIAL MEDIA OPTIMIZATION is intended to increase engagement, traffic, and leads with cohesive and targeted social media marketing campaigns. Provider’s digital marketing team manages trends in order to effectively execute a combination of paid and organic social campaigns to effectively increase Licensee’s engagement through popular social channels, socially referred website traffic, and leads. We create a Facebook® page for Licensee’s community or update an existing page. We will then create a custom-branded cover photo and posting shell based on Licensee’s property’s logo and branding. Each week, we post about Licensee’s apartment-related features and amenities, events, local hotspots, and general interest posts. Each Facebook post we create is also syndicated to Licensee’s property’s Twitter® account. 20% of Licensee’s monthly fee is invested directly into Facebook and Instagram® paid ad campaigns, for the purpose of increasing brand exposure and website traffic from qualified audiences.

3. DETAILED SPECIFICATIONS FOR SOCIAL MEDIA OPTIMIZATION

This section outlines the major capabilities of SOCIAL MEDIA OPTIMIZATION:

3.1. Facebook

- a. If Licensee does not have a Facebook page, we will create one for them. If Licensee has a Facebook page, then we will audit the page to ensure that information is accurate and up-to-date.
- b. The number of monthly posts is determined by Licensee’s package level.

- (i) Essentials: 12 Facebook posts per month; 2-4 Facebook Ads per month; Twitter syndication.
 - (ii) Plus: 12 Facebook posts per month; 2-4 Facebook Ads per month; Twitter syndication; 4 Instagram posts per month; 1-2 Instagram Ads per month.
 - (iii) Pro: Plus: 16 Facebook posts per month; 2-4 Facebook Ads per month; Twitter syndication; 8 Instagram posts per month; 1-2 Instagram Ads per month.
- c. Licensee receives a general interest post on Wednesday, a local post on Thursday, and a website post on Friday. For the Pro level, there is an additional post on Tuesday.
 - d. The Facebook Ads are targeted within a 25-mile radius of Licensee's property and are directed to behaviors such as "renting," "apartment," and "apartment finder."

3.2. Instagram

- a. Instagram services are provided for Plus and Pro level only.
- b. There are no specific days that we post to Instagram; the volume of Instagram posts is spread throughout the month.

3.3. Twitter

- a. If Licensee has a Twitter account, then we will set up automatic syndication to ensure that each Facebook post appears on Licensee's Twitter account.

3.4. Page Likes Campaign

- a. Licensee will receive a Page Likes Campaign for the first 30 days after a Facebook page goes live, along with Page Post Engagement campaigns for the ad budget total spend. For Plus and Pro accounts, we also run monthly Instagram Traffic Ads after the first month.
- b. 20% of Licensee's first monthly fee is applied towards the Page Likes Campaign.

3.5. Social Media Ads

- a. For each package level, 20% of Licensee's budget is applied towards social media ads. These ads are displayed across Facebook and Instagram (if applicable).

3.6. LeaseLabs ONE Dashboard

- a. Licensee will receive access to our LeaseLabs ONE Dashboard to review performance analytics.

3.7. Packages

- a. There are three packages: Essentials, Plus, and Pro.
 - (i) Essentials: includes 12 Facebook posts per month; Twitter syndication; 20% paid ad budget.
 - (ii) Plus: includes 12 Facebook posts per month; 4 Instagram posts per month; Twitter syndication; 20% paid ad budget.
 - (iii) Pro: includes 16 Facebook posts per month; 8 Instagram posts per month; Twitter syndication; 20% paid ad budget.

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.