

## PRODUCT SPECIFICATIONS FOR WEB2PRINT SOCIAL

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 WEB2PRINT SOCIAL

WEB2PRINT SOCIAL is an online marketing platform that allows users to design, customize, and edit apartment marketing collateral, business materials, and promotional items. This platform allows Licensee to seamlessly create collateral for its apartment marketing efforts. Web2Print Social’s template editor allows Licensee to select from 40 different color themes, upload its photos and logos, and insert and edit text directly into the marketing piece being created. Licensee can then edit and customize the design and has the option to ship direct, download a PDF or JPEG, or push its design out to Facebook®, Twitter®, Pinterest® and Google+® for further amplification. Web2Print Social offers users additional access to hundreds of customizable marketing items within the Promo Store. Licensee can search through our variety of product collections, click the item it wants to customize, and add an apartment’s logo, custom copy, and branded colors.

### 3. DETAILED SPECIFICATIONS FOR WEB2PRINT SOCIAL

This section outlines the major capabilities of WEB2PRINT SOCIAL:

#### 3.1. Product Offering

- a. Digital Only users (for Licensees that have printer relationships); needs include:
  - i. Digital Asset Management Services.
  - ii. Visual Editor access.
  - iii. B2B E-Commerce: Downloadable assets only. Cost included with subscription.
- b. Full-system users (for Licensees that need print management services); needs include:

- i. Digital Asset Management Services.
- ii. Visual Editor access.
- iii. B2B E-Commerce.

3.2. Key Features: Licensee will receive access to the following key features of W2PS:

- a. Digital Asset Management
  - i. Permissions-based viewing: generic items, organic views, location views, user views.
  - ii. Static assets: Including, without limitation, brochures, banners and promos.
  - iii. Editable assets: Including, without limitation, business cards, flyers, and signage.
- b. Visual Editor
  - i. Professional looking generic designs: Editable items useable by Licensee.
  - ii. Professional looking custom designs: uploads of Licensee's professionally created designs that are editable by Licensee.
  - iii. Balanced color palettes: Color themes are designed to balance correctly.
  - iv. Professional copywriting: Copywriting options built into the platform for clean and professional messaging.
- c. B2B E-Commerce
  - i. Print marketing products: Items for communities such as thank you cards, postcards, business cards, and newsletters.
  - ii. Promo store access: Promotional and give-away items such as pens, mugs, and other gifts.
  - iii. Order management: Orders move through outsourced printers, process is managed through the W2PS platform, and shipped through the W2PS FedEx® account directly to the community.
  - iv. Approval process: Allows Licensee to add checks and balances on the community managers.
  - v. Digital distribution (free with subscription): Digital products can be downloaded or shared on social media.

3.5. Packages

- a. There are three available packages: Essentials, Plus, and Pro
  - i. Essentials: Includes complete access to platform.
  - ii. Plus: Includes complete access to platform; one custom color theme per Site; ability to turn off category folders.
  - iii. Pro: Includes complete access to platform; custom number of color themes per Site; ability to turn off category folders; custom number of editable templates added per year.

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.