

PRODUCT SPECIFICATIONS FOR WEBSITE ESSENTIALS

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 WEBSITE ESSENTIALS

WEBSITE ESSENTIALS is a solution for both property and corporate websites that can be designed, built, and go live in as little as 10 days. Licensee has the option to choose from a variety of modern website themes, styles, and color palettes to create a website intended to provide an enhanced user experience optimized for performance metrics. In addition to providing a template, Property Website Essentials is built with Scrolling Page Architecture, creating a single-page, single-load website that dynamically loads interior sections as a user is scrolling. This allows website users to access Licensee’s website content without having to click on interior pages. By comparison, Corporate Website Essentials provides a clean, functional theme for Licensee’s corporate website. The Corporate Website Essentials theme includes core pages about Licensee’s company, values and mission statement, careers, and communities, as well as a modern set of performance-related features. All of our websites include an SSL certificate.

3. DETAILED SPECIFICATIONS FOR WEBSITE ESSENTIALS

This section outlines the major capabilities of WEBSITE ESSENTIALS:

3.1. Property Website Essentials

- a. Core features about Licensee’s Sites’ amenities, floor plans, gallery, location, residents, and contact (student and senior sections available).
- b. Designed with modern themes, styles, and color palettes.
- c. Scrolling Page Architecture and SEO optimized page structure.
- d. Third-party integrations.

- e. Content Management System.

3.2. Corporate Website Essentials

- a. Core features about Licensee's team, careers, company values, resident resources, and community list.
- b. Designed with modern themes, styles, and color palettes.
- c. Scrolling Page Architecture and SEO optimized page structure.

3.3. Property Website Features

- a. Header
 - (i) Logo
 - (ii) Social Links
 - (iii) Phone number
 - (iv) Up to three buttons
 - (v) Up to seven navigation items
- b. Specials
 - (i) Banner display or pop-up display
- c. Amenities
 - (i) Up to three amenity groups
 - (ii) Two layout options available
- d. Floor Plans
 - (i) Third-party iFrame or floor plan section
 - (ii) Includes Apply Now, Check Availability, 3D Tour video support, PDF links, third-party integrations for pricing and availability
- e. Gallery
 - (i) Up to three image gallery groups
 - (ii) Video gallery group
- f. Location
 - (i) Up to six location categories
 - (ii) Google Maps™ mapping system
- g. Resident/Student/Senior
 - (i) Resident, student, and senior sections available
 - (ii) Up to five buttons
 - (iii) PDF link
- h. Contact
 - (i) Contact form
 - (ii) Office hours
 - (iii) Property address
- i. Footer
 - (i) Logo
 - (ii) Social links
 - (iii) Property icons
 - (iv) Legal
 - (v) Themes and Patterns

3.4. Corporate Website Features

- a. Communities Page
 - (i) Communities statement
 - (ii) Featured property
 - (iii) Regions
 - (iv) States
 - (v) Cities
- b. About Us
 - (i) About Us statement
 - (ii) Company statistics
 - (iii) Our history statement
 - (iv) Mission and vision statement
- c. Our Team Page
 - (i) Team statement
 - (ii) Employees
 - (iii) Titles
 - (iv) Photos of employees
- d. Resident Resources
 - (i) Resident resources statement
 - (ii) Pay rent link
 - (iii) Service request link
 - (iv) Resident portal link
 - (v) Social media links
- e. Careers
 - (i) Career statement
 - (ii) Employee benefits
 - (iii) Learn more
 - (iv) Job listings
- f. Blog
 - (i) Ability to integrate with an existing or new blog
 - (ii) Keywords
- g. Navigation
 - (i) Order of buttons on toolbar
 - (ii) Text of each button
 - (iii) Link that each button goes to
- h. Themes and Patterns

3.5. Security

- a. Certain sensitive information shared on the website is protected through encryption with an SSL certificate.

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.