

## PRODUCT SPECIFICATIONS FOR WEBSITE PRO

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 PRO

Property and Corporate WEBSITE PRO blends modern design with web technology to create a unique touch point between Licensee’s brand and its consumers.

WEBSITE PRO focuses on a user’s journey through Licensee’s site for the purpose of creating memorable digital experiences through functionality such as advanced video features, animations, and floor plan browsers.

Custom property sites are built with Scrolling Page Architecture, creating a multi-page, single-load website that dynamically loads interior web pages as a user scrolls. This produces a continuous scrolling experience for Licensee’s users for the purpose of improving website performance metrics and conversion rate.

Our custom Corporate websites are designed with a fluid-responsive framework and include a custom configuration of portions relating to Licensee’s company, careers, and property content. Custom corporate sites also are capable of including an advanced feature set such as angular search, filtering, property microsites, and marking property favorites.

### 3. DETAILED SPECIFICATIONS FOR WEBSITE PRO

**Note:** Listed below are available standard Property Website Pro and Corporate Website Pro features. Please note, however, that such features will vary depending on Licensee’s customizations.

This section outlines the major capabilities of WEBSITE PRO:

### 3.1. Property Website Pro

- a. A custom property website.
- b. Core features about Licensee's Site's amenities, floor plans, gallery, location, resident, and contact information (student and senior sections available).
- c. Scrolling page architecture and search engine optimization page structure.
- d. Third-party integrations.
- e. Content management system.

### 3.2. Corporate Website Pro

- a. A custom corporate website.
- b. Core features about Licensee's team, careers, company values, resident resources, and community list.

### 3.3. Property Website Features

**Note:** Listed below are available standard Property Website features. Please note, however, that such features will vary depending on Licensee's customizations.

- a. Header
  - i. Logo
  - ii. Social links
  - iii. Phone number
  - iv. Buttons
  - v. Navigation items
- b. Specials
  - i. Banner display or pop-up display
- c. Amenities
  - i. Amenity groups
- 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. Image gallery groups
  - ii. Video gallery group
- f. Location
  - i. Location categories
  - ii. Google Maps™ mapping service
- g. Resident/Student/Senior
  - i. Resident, student, and senior sections available
  - ii. 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
- j. Add-Ons
  - i. Floor plan browser
    - i. Design; programming; feed setup; unit association; and QA
  - ii. Wrapper
  - iii. Dynamic Number Insertion (DNI)

### 3.4. Standard Corporate Website Features

**Note:** Listed below are available standard Corporate Website features. Please note, however, that such features will vary depending on Licensee's customizations.

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

### 3.6. 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.