

## RentalBeast Data Security and Privacy Policy

Welcome to RentalBeast. This Data Security and Privacy Policy (“Privacy Policy”) describes the types of information RentalBeast gathers from users of the RentalBeast Website at [www.RentalBeast.com](http://www.RentalBeast.com) and the information provided by users that visit our partner Websites and use RentalBeast Search. It also describes how we use that information. We refer to all of our Websites as our “Websites,” and all of the services and functionalities that we provide - including our Websites - as our “Services.”

Our Privacy Policy is incorporated as part of the RentalBeast Terms of Use. Please read this Policy and our Terms of Use carefully before using our Services and read them again when we notify you of changes to the Privacy Policy that may be made from time to time. By using RentalBeast’s Services, you agree to the provisions of this Privacy Policy.

### **If you do not want to be bound by our Privacy Policy, please do not use our Services.**

Our goal in this Privacy Policy is to be completely transparent about the data we collect, why we collect it, and how we use it, in order to make finding your new home a pleasant and fun experience. RentalBeast is the owner and operator of [www.RentalBeast.com](http://www.RentalBeast.com) (the "Website") and the RentalBeast mobile applications and/or websites (collectively, “RentalBeast”), which are intended to supply various services as more fully described on the Website (the "Services") to you, a user of the Services (“*you*” or “*User*”).

RentalBeast is a real estate information service. To provide our Services, we use information we collect to:

- Help you find the most relevant information for your situation by customizing our Services to optimize your experience;
- Keep you connected with RentalBeast across the Internet and update you with residential real estate-related news and information, if you allow us to do so;
- Put you in touch with the right people to help with residential rental-related activities or residential real estate research, and
- Optimize the information we share with those parties to initiate a productive and efficient relationship.

### **What is Covered in This Privacy Policy?**

This Privacy Policy addresses:

1. What personally identifiable information does RentalBeast collect?
2. How does RentalBeast use personally identifiable information?
3. With whom may RentalBeast share personally identifiable information?
4. What choices are available to users regarding collection, use and distribution of personally identifiable information?
5. What types of security procedures are in place to protect the loss, misuse or alteration of personally identifiable information under RentalBeast’ control?
6. How can users correct any inaccuracies in their personally identifiable information maintained by RentalBeast?

## RentalBeast Data Security and Privacy Policy

### **Summary**

RentalBeast may share personally identifiable information about our customers with those within our team who have custodial responsibilities for customer data and with third-parties with whom we contract to provide related services, such as real estate brokers and agents, movers, cable television providers, financial service providers, and other service providers.

Those within our team who have custodial responsibilities for customer data are limited to only the access that is required for the proper maintenance and care of customer data. Those third parties that we share information may, at their discretion, provide you with the ability to opt-out from communications with them.

Any intentional misuse of customer data by a team member will result in sanctions, up to and including termination of employment. Misuse includes sharing data with anyone outside our company, unnecessary or inappropriate access to or replication of data, and inappropriate deletion or manipulation of data.

### **To Whom Does This Policy Apply?**

This Privacy Policy applies to everyone who uses our Services, but sometimes we direct parts of it toward particular groups of users.

Users: “Users” are everyone who uses our Services.

Real Estate Professionals: “Real Estate Professionals” or “REPs” are users who have created accounts (free or paid) or that otherwise partner with us to rent real estate, participate in our advertising services, and participate in other Services that we direct toward the professional real estate community. REPs include landlords, agents, mortgage professionals and subscribers (described further below). We send leads to REPs on your behalf, as described in this Privacy Policy.

### **What Information Do We Collect, Where Do We Get It, How Is It Used?**

We Collect Some Information From All Visitors to Our Website:

Like many online services, we use technologies like session and persistent cookies, web beacons (tiny image files on web pages that communicate information about the page viewer to the beacon owner), log data, and third-party analytics services to collect and analyze information about all users of our Services. This includes things like users’ search preferences, interaction with ads on our Website, and location.

Our servers automatically record information (“Log Data”) created by your use of the Services. Log Data may include information such as your IP address, browser type, operating system, the referring web page, pages visited, location, your mobile carrier, device, search terms, and cookie information. We receive Log Data when you interact with our Services, for example,

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when you visit our Websites, sign into our Services, or interact with our email notifications. We use Log Data to provide our Services and to measure, customize, and improve them.

Cookies are small data files that we transfer to your computer. We use “session” cookies to keep you logged in while you use our Services, to better understand how you interact with our Services, and to monitor aggregate usage and web traffic information on our Services. We use “persistent” cookies to recognize you each time you return to our Services. For example, we create a persistent cookie that includes some basic information about you, like your most recent search and whether an agent responded to a query you sent using RentalBeast’s services. We use this persistent cookie to remember your preferences and, if you create an account, to make your user experience consistent after you register.

Most Internet browsers automatically accept cookies, but you can change your settings or use third-party tools to refuse cookies or prompt you before accepting cookies from the Websites you visit. You can also use your browser settings or other tools to delete cookies you already have. Please be aware that some parts of our Services may not work for you if you disable cookies.

**Information We Collect from Users with RentalBeast Accounts:** When using our Services, you have the option to create an account or register using Facebook, LinkedIn or other third-party identification tools. If you choose to create an account, we ask you to provide us with some limited personal information like your name and email address; if you join via a third-party tool, we will ask you to provide us with some limited personal information like your name and email address. We may use this information to contact you or share with third parties who may contact you about the services on our Website in which you have expressed interest, or to suggest RentalBeast or other tools and services to improve your home buying, selling or renting process. If your browser permits the use of cookies, we will collect and store additional information using persistent cookies, as described above, and associate it with your account even if you are logged out.

**Information We Collect from REPs:** If you create a REP account with us, whether as a landlord, agent, or subscriber, we will ask you to provide certain information in order to set up your account. We ask all REPs to provide a name, a company (if available), a phone number, and an email address. We also ask agents to provide a real estate license number. If you create a paid REP account and become a subscriber, we require you to submit all of the information required from landlords and agents as well as a description of your campaign. We will also collect financial data like credit card information and billing addresses from you and other subscribers, so that we can handle billing. If you are a subscriber, a RentalBeast representative may call you to verify your information.

**Additional Information About You that We Obtain from Third Parties:** We may sometimes obtain information about you from third parties and use it to help REPs serve you better. For example, our partners may help us provide predictions of your income range and how likely you may be to purchase a home. We will share this augmented data with selected REPs (subscribers or other partners) who you choose to share information with by contacting them through the RentalBeast Services, as well as with the service providers referenced above in the Summary.

**Information We Collect When You Use the RentalBeast Mobile Application:** When you use the RentalBeast mobile application, we may collect Log Data specific to your mobile device

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(“Mobile Log Data”), like your mobile device model, your operating system, your device ID, whether you are logged in or not, and information about how you use our app and mobile site, such as what properties you are viewing and whom you contact through the app. As explained below, we need this information in order to analyze how mobile users interact with our Website and Services so we can improve our Services and the ads we show you. This information is stored with your RentalBeast account.

**Location Data:** If you provide location information (like a ZIP code, street address, or even just a city) during the registration process or at any other time via your account settings, we will store that information and associate it with your account.

If you use our mobile Website or app, we will collect location data directly from your device automatically if your device allows us to do so. In some circumstances, you may have to opt into sharing your location data with us. Additionally, your mobile device may provide you with choices about how and whether location data is shared with us.

We may use and store information about your location to provide localized features, to analyze our Services with the help of third-party analytics services, to provide you with relevant advertising and marketing materials, and otherwise to improve and customize our Services.

### **Registration (Sign-Up)**

In order to use the Services, a user must either complete the registration form or use one of several third-party identification tools (e.g., Facebook, LinkedIn, etc.). During registration, a user may be required to give contact information such as first and last name, email address, and a username and password. We may use information from this registration or from third-party identification tools to contact the user about related services. In order to use the Services, users must provide a username and password directly or through third-party identification tools.

### **User Profile**

We store personally identifiable information that we collect, and log files to create a profile of our users. User profiles help us tailor visits to our Website and to direct pertinent, approved marketing promotions.

## **User Payment Information**

When users access the Services, they may provide payment information (such as credit card number and expiration date). This information is used for one-time and recurring billing purposes according to the type of Services ordered and the terms pertaining thereto, and to fulfill users' orders. If we have trouble processing an order, personal information is used to contact the user. Payment information is stored in encrypted format, as more fully detailed below (see "Security" below) and is used only to send to our credit card processor, for the purposes of collecting payment for Services rendered or to be rendered. We never make this information visible to anyone other than our credit card processor and never communicate it over a non-encrypted connection. The full credit card number is never seen by anyone inside our company, once entered and submitted, except by the credit card processor for the purposes of authorizing, clearing and reversing charges to your credit card.

## **How We Share Your Information**

**Personally Identifiable Information:** We will only share your personally identifiable information according to this Policy's terms.

**Non-Personally Identifiable Information:** In order to provide and improve our Services and to share relevant ads with you, we use and disclose to our advertising and analytics partners non-personally identifiable information that we collect, including cookie data, some log data, and mobile data. We also share profiles of users who view a property with REPs.

**Sharing Information With Real-Estate Professionals And Other Third Parties:** We may share personally identifiable information that you share with us and information about your use of our Services with third parties with whom we cooperate (such as real estate professionals). This may include data you input such as rental search criteria or Log Data that we collect as you use the Services. If such third parties want to contact you, we may provide such information to such third party. In addition, if we work with a third party to improve the leads we provide to our subscribers, we may provide that third party with additional but limited personally identifiable information for the sole purpose of their carrying out their duty to us.

**Referrals:** If you choose to use our referral service to tell a friend about our Website, we will ask you for your friend's name and email address. We will automatically send your friend emails inviting him or her to visit the Website. RentalBeast stores this information for the sole purpose of sending these emails. Your friend may contact us at [info@RentalBeast.com](mailto:info@RentalBeast.com) to request that we remove this information from our database.

**Social Sharing:** When you use any social sharing function we may provide to share our products and Website, your sharing activity will be processed through a third party's site or service. These third parties' privacy policies, not ours, govern the collection and use of the information collected on those sites.

**User-Generated Content:** If you use our user-generated content services, like posting a question, answer or blog on this Website, you should be aware that any personally identifiable

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information you submit there can be read, collected, or used by other users and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

**Information You Provide to RentalBeast.** The information you provide to RentalBeast becomes the property of RentalBeast once it is provided, unless you have affirmatively opted out of doing so.

Professionals may add testimonials to their own profiles on RentalBeast. They are responsible for obtaining consent to publish any personal information of those persons who submit said testimonials to them.

We may post user content, including testimonials and reviews, on our Website. Some of it may contain personally identifiable information. We obtain customers' consent via email prior to posting the testimonial to post their names along with their testimonial.

If you want to remove your personal information that is being displayed on our Website under public pages, please contact us at [info@RentalBeast.com](mailto:info@RentalBeast.com).

**Protecting Ourselves and Our Users:** We may release personal information when we believe that doing so is appropriate to comply with a legitimate law, regulation, or legal request; to enforce or apply our policies; to initiate, render, bill, and collect for amounts owed to us; to protect our rights or property; to protect the safety of our users; to address fraud, security, or technical issues; or if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.

**Website Third-Party Ad Services:** We use third-party ad services to deliver ads to you on our Services. These third-party ad servers may collect and use non-personally identifiable information about your visits to our Services in order to present advertisements that may be of interest to you. If you would like more information about this practice or to opt out of having this information used by third-party ad servers to provide targeted ads on our Websites, please visit <http://www.networkadvertising.org/choices>.

**Mobile Ad Networks and Analytics:** For our mobile products, we may use third-party service providers to help us collect your feedback and impressions and to analyze your Mobile Log Data and location data, so that we can improve and localize our services, show you relevant advertisements, and study the way our mobile users interact with our Websites and Services.

If you provide to us (directly or indirectly, and by any means) any comments, feedback, suggestions, ideas, or other submissions related to the Services (collectively "Feedback"), the Feedback will be the sole property of RentalBeast. We will be entitled to use, reproduce, disclose, publish, distribute, and otherwise exploit in any manner, all Feedback, without restriction and without compensating you in any way. We are and shall be under no obligation to maintain any Feedback in confidence, or to respond to any Feedback.

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### **Operational Procedures**

Our operational procedures to provide data security and privacy including the following:

- Limiting the number of people within our firm and business partner relationships that have access to detailed information about our customers and members. Those who are granted access to perform their work responsibilities are trained on and agree to this policy.
- We review our business partners, such as developers, data and application hosting providers, credit card processors, email vendors, and application distributors and their data security and policies to ensure that they that align with our positions on data security and privacy.
- Internal procedures and practices are followed to protect our customer's data, such as data encryption, complex password definition (with frequent revision and controlled access), and in some cases dual authentication requirements prior to data access.
- Written agreements (physical or electronic signature) will be secured from customers and sponsor companies before information about that customer is shared within our system. For example, prior to publishing customized customer information (videos, documents, product information), the RentalBeast team will obtain formal approval to publish personally identifiable information.
- We reserve the right to market directly to members of our user community.

### **User Communications**

When you send email or other communications to RentalBeast, we may retain those communications in order to process your inquiries, respond to your requests and improve our services. When you send and receive SMS messages to or from one of our services that provides SMS functionality, we may collect and maintain information associated with those messages, such as the phone number, the wireless carrier associated with the phone number, the content of the message, and the date and time of the transaction. We may use your email address to communicate with you about our services.

### **Surveys**

From time-to-time our Website may request information from users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Survey information will be used for purposes of monitoring or improving the use and satisfaction of the Website and/or the Services and may be shared with the same types of service providers described in the Summary above.

### **Supplementation of Information**

In order for the Website to properly function, it is necessary for us to supplement personally identifiable information we collect with information from certain third party sources, including Google Analytics and our credit card processor. We may use <https://stripe.com/> or other similar services to process our users' credit card transactions.

### **Additional Information Use**

In addition to the above, we may use personally identifiable information we collect from you and your computer to:

- Provide, maintain, protect, and improve our Services (including advertising services) and develop new services; and
- Protect the rights or property of RentalBeast or our users.

RentalBeast processes personal information on our servers in the United States of America and in other countries. In some cases, we process personal information outside your own country.

### **What Information Do We Disclose?**

#### **Aggregate Information (non-personally identifying)**

We share aggregated demographic and security vulnerability information with our users, partners and advertisers. This is not linked to any personally identifiable information.

### **Information Sharing and Disclosure**

We may commercialize or share your personally identifiable information with third parties, including but not limited to the following:

- Such information is shared and/or commercialized following receipt of a specific request and/or permission from users;
- Such information is shared with affiliated companies and/or potential investors (in any form of business transaction, including purchase or merger) pursuant to an agreement which contains reasonable confidentiality arrangements;
- Such information is shared with contractors who work with us (in order to facilitate our business) pursuant to an agreement which contains reasonable confidentiality arrangements;
- Such information is shared in order to comply with or in accordance with any applicable law and/or court orders and/or in order to prevent suspected illegal acts, frauds, situations involving potential threats to the safety of any person, or as otherwise required by law;
- Such information is shared in order to help RentalBeast defend against claims and/or establish or exercise any legal right that RentalBeast may have;
- Such information is shared in order to help RentalBeast prevent violations of RentalBeast's Terms of Use and this Privacy Policy or to otherwise protect the rights, property, or safety of RentalBeast, or others, including exchanging information with third parties for fraud protection and credit risk reduction.

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### **General Matters**

**RentalBeast Emails:** You can control whether you receive RentalBeast emails by following the instructions at the end of each email we send. You may also opt-out by sending an email to [info@RentalBeast.com](mailto:info@RentalBeast.com).

**Accessing Your Personally Identifiable Information:** If your personally identifiable information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by logging into your account or by emailing our Customer Support at [info@RentalBeast.com](mailto:info@RentalBeast.com) or by contacting us by postal mail at the contact information listed below.

**Deleting Your Account:** While we will be sad to see you go, you can delete your account by contacting our customer service team at [info@RentalBeast.com](mailto:info@RentalBeast.com).

**The Accuracy and Confidentiality of Your Account Information Is Your Responsibility:** You are responsible for maintaining the secrecy and accuracy of your password, email address, and other account information at all times. We recommend a strong password that you do not use with other services. We are not responsible for personal data transmitted to a third party as a result of an incorrect email address. If you believe your password has been compromised, please change your password immediately via the RentalBeast Website or contact us at [info@RentalBeast.com](mailto:info@RentalBeast.com) for assistance. **Children:** RentalBeast does not knowingly collect or store any personal information about persons under the age of 13. If you believe a child is using this service without parent consent, please contact us at [info@RentalBeast.com](mailto:info@RentalBeast.com).

**Third-Party Websites:** Our Website may contain links to other Websites. When you click on one of these links, you are navigating to another Website. We do not accept liability for misuse of any information by any Website controller to which we may link. We also do not have any responsibility of liability for the content on Websites that use the RentalBeast Search functionality. We encourage you to read the privacy statements of these sites, which may differ from ours.

### **Business Transitions**

Information about our users and our Website is a business asset of RentalBeast. Consequently, information about our users, including personal information, will be disclosed as part of any merger or acquisition, creation of a separate business to provide the Website, our services or fulfill products, sale or pledge of company assets as well as in the event of an insolvency, bankruptcy or receivership in which personal information would be transferred as one of the business assets of the company. You will be notified via email and/or a prominent notice on our Website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

### **Services Announcements**

It is often necessary to send out a strictly Services-related announcement. For instance, if our Services are temporarily suspended for maintenance we might send users an email. Generally,

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users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

### **Customer Services Communications**

We communicate with users on a regular basis via email to provide requested Services, offers, or information. In regards to issues relating to their account, we reply via email or phone.

### **Links**

The Website contains links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our Website and to read the privacy statements of each and every Web site that collects personally identifiable information.

This Privacy Policy applies to RentalBeast services only. We do not exercise control over the sites displayed as search results, sites that include RentalBeast applications, products or services, or links from within our various Services. These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you.

### **Security**

RentalBeast takes reasonable measures in order to safeguard users' personally identifiable information.

Payment information (such as credit card number and/or social security number) and information about the security vulnerability of users' website is protected, by using Secure Sockets Layer (SSL) software, which encrypts the aforementioned information when viewed online.

While on a secured page, such as our order form, the lock icon on the bottom of Web browsers such as Firefox and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when users are just surfing.

In addition, we limit access to personally identifiable information to employees who we believe reasonably need to receive such information to provide our Services or in order to do their jobs and take other precautions we deem reasonable to protect the security of users' personally identifiable information.

However, users should be aware that we cannot fully guarantee the security of their personally identifiable information. As in many computer systems, internet applications and software programs, unauthorized use, failure of hardware or software, etc. may be injuriousness to the confidentiality of users' personally identifiable information.

If users have any questions about security, please contact us at [contact@RentalBeast.com](mailto:contact@RentalBeast.com).

### **Correcting/Updating/Deleting/Deactivating Personal Information**

If a user's personally identifiable information changes, or if a user no longer desires our Services, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done at the Registered User account settings page or by emailing our Customer Support through [info@RentalBeast.com](mailto:info@RentalBeast.com).

When a request for user deletion is received, we will make all reasonable efforts to purge said data from our systems. However, due to the nature of our service, some information may not be fully removed due to backups or archived copies.

### **Policy Changes**

We may update this Privacy Policy to reflect changes to our information practices. If we make any change in how we use your personal information we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

### **Contact Information**

If you have any questions or suggestions regarding our privacy policy, information use, collection, or security please contact us at please contact us at:

RentalBeast, Inc.

403 Highland Avenue, Suite #206

Somerville, Massachusetts 02144

Email - [info@RentalBeast.com](mailto:info@RentalBeast.com)

Phone - (617) 623-5700

Attention: Privacy Officer

**Effective Date of Policy:** June 10, 2016