

HOLTON MOUNTAIN RENTALS

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PRIVACY POLICY

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Protecting your private information is a priority for us. This Privacy Policy statement applies to Holton Management, Inc dba Holton Mountain Rentals (“HMR”) and its maintenance affiliate Build Repair, LLC and governs data collection and usage. This privacy policy statement is to help you understand how your “**Personally Identifiable Information**” is collected and used by HMR including on the HMR Website at www.HoltonMountainRentals.com and on the HMR Portal.

1. Personally Identifiable Information (“PII”)

According to the National Institute of Standards and Technology (“NIST”), the definition of PII is: *“any information about an individual maintained by an agency, including (1) any information that can be used to distinguish or trace an individual’s identity, such as name, social security number, date and place of birth, mother’s maiden name, or biometric records; and (2) any other information that is linked or linkable to an individual, such as medical, educational, financial, and employment information.”*

According to NIST, linked PII is:

- Full Name
- Home address
- Email address
- Telephone numbers
- Date of birth
- Driver’s license number
- Pictures
- Social security number
- Passport number
- Credit card numbers
- Owned properties i.e., vehicle identification number (VIN)
- Login details
- Internet Protocol (IP) address
- Media access control (MAC)
- Processor or device serial number
- IDs for Devices

Other linked or linkable PII can include: cookies, financial institution account or information, other type of ID, first or last name (if common) or initials, country, state, city, zip code, gender, race, work place and type job. This information if combined with other information could identify you.

2. HMR Website, HMR Portal, HMR Property Management Software

HMR collects your PII through both the HMR Website and HMR Portal, which are two different websites HMR uses for electronic communications and electronic documents as described below. In addition, HMR may collect PII from you both through paper forms, rental documents and in other ways. The property management software that HMR uses is integrated with your PII on the HMR Portal. See Section 5A of this Privacy Policy for information about how your electronic PII is protected.

- A. HMR WEBSITE:** The www.HoltonMountainRentals.com (“HMR Website”) is a separate website from the HMR Portal with each one having its own web address. You can access the HMR website with an internet connection from either a computer or a mobile device. In addition to information about each of HMR’s rental properties, it contains the latest versions of HMR’s Terms of Agreement, Part I (both versions), Terms of Agreement, Part II, and HMR’s Privacy Policy under the Rental Information tab. Many of the rental forms and various leasing documents for Holton Mountain Rentals are also available under the Rental Information tab. Review, save or download a PDF form of any the available documents. You can contact HMR or, if a Tenant, submit your work orders through it.
- B. HMR PORTAL FOR TENANTS:** The Portal is a digital online website that can be used (once you are a Tenant) on your computer or you can download its mobile app. Once you agree to both

HMR's and AppFolio, Inc. ("AppFolio") terms and conditions for using the Portal and are invited to use it by HMR, you and HMR can communicate electronically through emails, your cellular calling number, text messages and/or internet to phone (email to email and/or email to text messages) messages, very efficiently. You can share, receive, review and sign electronic documents and contracts electronically from different locations, submit work orders, make online payments and more. Documents and records can be retrieved by you from the Portal where they are stored in the cloud on the internet. In addition, you can make your rent payments online including eChecks ("ACH checks"), debit cards and credit cards (there is an additional fee for you to use debit/credit cards). AppFolio is the software and services provider for HMR's Portal.

- C. HMR Property Management Software:** HMR's property management software is also provided by Appfolio and is integrated with your PII on the HMR Portal. The property management software uses your PII for accounting and other functions and to create your rental documents. Since AppFolio provides both the property management software and the software for the Portal, AppFolio has access to much of the PII HMR collects on you. The latest version of AppFolio's Privacy Policy is on the Portal at <https://appfolio.com/privacy> and describes how it handles your PII.

3. Collection of PII

Many of the types of PII in the NIST list above are collected by HMR as part of the rental process. The PII is collected through both the HMR Website and the HMR Portal and may also be collected on paper rental forms and documents. It may be stored in electronic form (either internet cloud-based and/or on a server) and/or on paper documents. The different ways that PII information is collected from you includes, but is not limited to, the following:

- A. For Rental Applicants and Tenants:** Pre-leasing Form, Pre-leasing Application, Rental Application, and from other rental forms, from Co-Applicant(s)/Tenant(s), References, Court or other Public Records, Social Media, PII information that Applicant/Tenant entered on Portal or HMR Website and from rental background checks and credit reports that Applicant/Tenant authorized HMR to obtain.
- B. Co-Signers for Tenants:** Co-Signer Application, Applicant/Tenant acting as the Co-Signer's intermediary providing HMR with the Co-Signer's contact information, credit reports if requested, court or other public records, social media.
- C. Property Owners of Properties HMR Manages:** Property Owner information form, property management agreement, tax reporting forms, insurance information forms, PII information that Property Owner provides to HMR or enters on Portal.

4. How is PII Provided by You or an Intermediary Used?

HMR understands that you value the privacy and security of your PII. HMR contracts with, subscribes to, and licensees from AppFolio both the property management software HMR uses and the HMR Portal. AppFolio provides the software, plus coordinates and facilitates different services that are offered through the Portal. Due to AppFolio's role and the fact that much of your PII is stored on the Portal they also have access to much of your PII. For information on how your PII on the Portal can be used see the Privacy Policy for AppFolio on the HMR Portal or at <https://appfolio.com/privacy> and also read and review this HMR Privacy Policy. There are many reasons that your PII is needed by HMR.

- A. Prospective Tenants and Tenants:** When an Applicant/Tenant applies to rent a dwelling unit from HMR, or during the course of renting from HMR, they provide HMR with PII about themselves and others, including as an intermediary for, Co-Applicants/Tenants, Co-Signers, references and other occupants. HMR uses the PII collected from Applicant/Tenant and about Applicant/Tenant in many ways including but not limited to:
- a. Contacting Applicant/Tenant and others, doing background checks, checking rental history and doing credit checks. PII may be reported about Applicant/Tenant and Applicant's/Tenant's rental history with HMR to credit reporting agencies and/or other landlords requesting a rental history. This PII may also be provided to the owner of the dwelling unit (for whom HMR is managing) that Applicant/Tenant is applying to rent and/or renting from. PII is used to fill out required government forms if Tenant is taken to court for violations of the Lease Contract including unpaid monies. This PII information may also be used and released for the reasons stated in any Lease Contract with HMR.

- b. For maintenance and service purposes, HMR shares the PII, including your name, address, contact information that is necessary to contact you and a purpose of the visit and if there is as anything else a service provider should be aware of (such as a pet). This PII would be shared as necessary with any of the following: HMR, Build Repair, LLC (an affiliated maintenance provider of HMR), HMR's and Build Repair LLC's service providers and their representatives, agents, successors, assigns, employees, officers and directors and the Property Owner (of the dwelling unit that you are applying to rent (or co-sign for) or renting from and will be named on the Lease Contract), or as needed for the maintenance, service or other rental purposes.
- c. In order to resolve issues that sometimes arise when an Applicant/Tenant is going to have or has roommates that share the same dwelling unit, any Applicant/Tenant (past, present or future) that has either a Joint Lease Contract or they are sharing the same dwelling unit and have an Individual Lease Contract, are subject to having their contact information and the contact information of their Co-Signers shared by HMR with those other Co-Tenant(s) and their Co-Tenant's Co-Signers. Issues that could require this information to be shared includes but is not limited to: a rental Co-Applicant having problems qualifying to rent, roommate problems, Tenant violations of the Lease Contract, unpaid monies due to Landlord or Co-Tenant(s), a Co-Tenant moving out, etc.
- d. As necessary if HMR believes there has been a violation of HMR's Lease Contract and/or other rental documents, HMR's Terms of Agreement, Part I (either version) and/or HMR's Terms of Agreement, Part II.
- e. To protect HMR's or other's rights, property, or safety.
- f. To respond to the judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, violations of the law, as permitted by law or otherwise required by law.
- g. Except as otherwise stated herein, HMR does not disclose Applicant/Tenant personal data to other persons, companies and organizations, except to conduct background checks, check on Applicant/Tenants rental history, get credit reports and to Property Owner Associations. If the dwelling unit you are renting is governed by a property owner association, HMR may provide Tenant's names and contact information for various reasons including but not limited to issuance of parking stickers, Emotional Support Animals ("ESAs"), problems caused by Tenant and for other reasons.

B. Co-Signers for Tenants: When a Co-Signer is required in order for an Applicant/Tenant to rent a dwelling unit form HMR, the Applicant/Tenant provides PII of the Co-Signer as the Co-Signer's intermediary in order for HMR to be able to contact the Co-Signer. When the Co-Signer fills out the HMR Co-Signer Application, the Co-Signer also provides PII.

- a. HMR uses the PII that the Applicant/Tenant and Co-Signer provide in many ways including but not limited to for how to contact Co-Signer, background checks and credit checks. Information about Co-Signer may be reported to credit reporting agencies using PII to complete these reports. This information may also be provided to the owner of the dwelling unit (for whom HMR is managing) that the applicant/Tenant you are Co-Signing for is applying to rent and/or renting from.

C. Property Owners of Properties We Manage: When a Property Owner hires HMR to manage a property there is certain PII that the Property Owner is required to provide HMR.

- a. HMR uses the PII that the Property Owner provides for required property management services to file reports that HMR is required to report to government agencies like the IRS, for other purposes the owner authorizes, for government permits, insurance purposes, to make deposits on the Property Owner's behalf, and as required in the case on any legal actions.
- b. HMR advertises the property of a Property Owner on the HMR Website and in other ways. In order to advertise the property, certain information about the property including text, pictures, floorplans, rental prices and other information is

disclosed to the public and the Property Owner's name is disclosed to applicants, tenants and their Co-Signers in rental documents.

5. Security of PII

HMR uses secured networks with firewalls, security software, malware screening, and passwords. HMR employs encryption and other security measures to protect against loss, misuse and alteration of the information under our control. We take commercially reasonable steps to protect the transmission of PII and other information. Cloud-based electronic data is encrypted in both directions. Only trusted employees have access to your PII and are required to keep it confidential. While HMR takes every reasonable effort to ensure the security and integrity of our HMR Portal, HMR Website, computer network, and computer systems. HMR cannot guarantee that our security measures will prevent unauthorized access from occurring. You should take measures to improve the security of your PII as well.

6. Analytics and Cookies

HMR uses third party services (such as Google Analytics and Crazy Egg) to automatically collect and store information about your interaction with the HMR Website, including your internet service provider ("ISP"), IP addresses, browser type, pages visited, operating system, time/date stamps, and other similar data. This information is used by HMR to improve the quality of our website and service.

A. HMR Website:

Uses cookies to record session information and to store your preferences. Cookies are small files that a website or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the website or service provider to recognize your browser and capture and remember certain information. They are used to help HMR understand your preferences based on previous or current website activity, which enables HMR to provide you with improved services. HMR also uses cookies to help compile aggregate data about website traffic and website interaction to offer better website experiences in the future. You are free to delete cookies, but by doing so it may affect some of the features that you use on our website.

B. Google Analytics:

HMR Website uses this cookie to allow HMR to see information on user website activities including, but not limited to, page views, source and time spent on website. The information is depersonalized and is displayed as numbers, meaning it cannot be tracked back to individuals. This will help us to protect your privacy. Using Google Analytics, HMR can see what content is popular on HMR's website, and strive to give you a better website experience. The Google Analytics privacy policy is available at <https://policies.google.com/privacy>.

a. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies, through your website browser (such as Internet Explorer, Google Chrome, Safari, Firefox and other browsers) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

b. If you disable cookies, some features may be disabled. Some of HMR's Website may or may not function properly as a result of disabling cookies.

C. Crazy Egg:

HMR Website uses this cookie as a heat mapping application that analyzes how you use, interact with, and engage the HMR Website. The Crazy Egg privacy policy is available at <https://crazyegg.com/privacy>.

7. Disclosure to Third Parties

HMR does not sell, trade or otherwise transfer to outside parties your PII unless we provide you with notice or unless it is shared with any of the following for business purposes, Build Repair, LLC (an affiliated maintenance provider of HMR), HMR's and Build Repair LLC's service providers and their representatives, agents, successors, assigns, employees, officers and directors and the Property Owner (of the dwelling unit that you are applying to rent (or co-sign for) or are renting from and who will be named on the Lease Contract). PII may also be shared with other parties who help us in conducting our business, help operate and host our HMR Website and HMR Portal, or provide maintenance and services for the rentals properties we manage, so long as these other parties agree to keep any information shared confidential.

8. Discarding of PII

HMR is required by law and regulations to retain documents, some of which contain PII for a certain period of time. After that time period expires, HMR can dispose of them. HMR disposes of paper documents and records by shredding or burning them. Electronic records and files are disposed of by erasing them using means that make the files unreadable or undecipherable, or by deleting the PII information in ways that make the PII unreadable.

9. Telephone Conversations

HMR does not record phone conversations as a normal course of business. If HMR believes that the conversation is threatening or that the person is lying to HMR, a conversation may be recorded.

10. Email Links

HMR provides email links on both the HMR Portal and on the HMR Website at www.HoltonMountainRentals.com. You may email HMR by clicking on Contact Us at the bottom of the HMR Website pages with any questions or comments you might have. HMR will make an effort to respond promptly during normal business hours Monday-Friday excluding Holidays.

11. Children's Privacy

HMR does not knowingly collect personal data from children. You must be at least 18 years old to rent a dwelling unit from HMR. HMR does however rent dwelling units that may be occupied by children. Adults 18 years of age or older may list children's names on a rental application so they can be listed as an occupant on a Lease Contract.

12. Accountability

HMR is not responsible for, and cannot be held liable for, the content or services at web sites that we provide links to. Visits to other websites via our provided links require you to leave our web site, and we have no control over their Privacy Policies. Please review the Privacy Policy of each web site that you visit if you are concerned about your privacy.

13. Transfer of Business

In the event that HMR is sold, merged and/or acquired by another person or company, any PII will likely be among the assets transferred. The transferred PII will remain subject to the provisions of this Privacy Policy and any updates to it. In the event that the property containing the dwelling unit that Applicant /Tenant is going to rent or rents from HMR is sold and/or management for it is transferred to another rental company or owner, PII for Applicant/Tenant and their Co-Signer will likely be among the assets transferred.

14. California Do Not Track Notice

HMR does not track its users over time and across third party websites, and therefore does not respond to Do Not Track signals sent by your browser or mobile application. HMR does not authorize the collection by third parties of personal identifiable information from HMR users.

15. Affiliate Build Repair, LLC

This Privacy Policy also applies to Build Repair, LLC an affiliated maintenance provider of HMR and Build Repair LLC's representatives, agents, successors, assigns, employees, officers and directors.

16. Changes to Privacy Policy

Holton Mountain Rentals reserves the right to change and update this Privacy Policy at any time. The date it was last updated is displayed at the start of this Privacy Policy.

17. Contact Us

Your privacy is a serious concern of ours, so if you feel that HMR is not following its stated Privacy Policy, please contact us immediately, our contact information is listed below.

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