

Privacy Notice

Last Revised: 01/16/2023

Effective Date: 01/16/2023

We, Byron on Peachtree LLC, are committed to protecting the privacy and security of personal information and to transparency about how we use personal information (also known as personal data). This Privacy Notice sets forth our policies and practices for collecting and using personal information in regard to our website (“Services”). This notice does not address our use of personal information outside the context of these Services or the practices of any third parties.

Within the context of the Services, this notice explains how we use and disclose personal information. It also discusses how you can control certain uses and disclosures of personal information. We will update this notice from time to time, or as our privacy practices change, to ensure it accurately describes how we use your information. When we do so, we will update the dates above. We recommend that you review this notice from time to time for the latest information. If we change our practices in a material way, we will provide appropriate notice to you, usually through an e-mail message or a message in the Services.

If you have any questions regarding this notice or our use of your information, please contact us using one of the methods detailed below.

1. How we use, share, and retain personal information

We use and share personal information as described in the following table and the text that follows it. Please note that you may fall into more than one category of individuals as reflected in the table.

Categories of individuals	Categories of personal information	Purposes	Methods of collection	Categories of third-party recipients (see also Section 2, below)
All Service users	<ul style="list-style-type: none"> • Usage information 	<ul style="list-style-type: none"> • Service analysis • Personalization 	<ul style="list-style-type: none"> • Indirectly by monitoring individuals' activities or behavior 	<ul style="list-style-type: none"> • Analytics providers • Marketing providers • Behavioral advertising partners
Service users who consent to text messaging communications	<ul style="list-style-type: none"> • Telephone number 	<ul style="list-style-type: none"> • Marketing via text message 	<ul style="list-style-type: none"> • Directly from individual 	<ul style="list-style-type: none"> • Marketing providers • Text messaging providers
Renters and prospective renters	<ul style="list-style-type: none"> • E-mail, telephone, and postal contact information • Credentials (username and password) • Application information • Payment information 	<ul style="list-style-type: none"> • Marketing • Application consideration • Account management and support • Payment processing • Service analysis 	<ul style="list-style-type: none"> • Directly from individual 	<ul style="list-style-type: none"> • Payment providers • Consumer reporting agencies • Marketing providers
Renters and prospective renters	<ul style="list-style-type: none"> • Credit and rental history 	<ul style="list-style-type: none"> • Application consideration 	<ul style="list-style-type: none"> • From consumer reporting agencies 	<ul style="list-style-type: none"> • None, except as noted below
Renters/residents	<ul style="list-style-type: none"> • Date of birth 	<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • Directly from individual 	<ul style="list-style-type: none"> • Marketing providers
Property managers	<ul style="list-style-type: none"> • Credentials (username and password) • Contact information 	<ul style="list-style-type: none"> • Personalization • Service analysis 	<ul style="list-style-type: none"> • Directly from individual 	<ul style="list-style-type: none"> • None, except as noted below
Correspondents (email, postal mail, text message)	<ul style="list-style-type: none"> • Contents of correspondence 	<ul style="list-style-type: none"> • Responding to correspondence 	<ul style="list-style-type: none"> • Responding to correspondence 	<ul style="list-style-type: none"> • None, except as noted below
Phone callers	<ul style="list-style-type: none"> • Call recordings 	<ul style="list-style-type: none"> • Marketing • Service analysis 	<ul style="list-style-type: none"> • Indirectly by recording calls 	<ul style="list-style-type: none"> • Marketing providers

“Usage information,” as used in the table above, refers to information about your device and use of our Services. It includes IP address, date and time of access to each part of the Services, browser and device identifiers, device type, browser type, internet provider, referring website, and similar information.

“Service analysis,” as used in the table above, refers to our use of data to (1) understand how users use our Services and to improve them; (2) support the Services; and (3) administer the Services, including ensuring the security of the Services.

In addition to the purposes set forth in the table, we may also use any relevant personal information to defend or support legal claims.

To the extent that we collect personal information indirectly by monitoring individuals' activities or behavior, we may use tracking technologies including third-party cookies, web beacons, and scripts.

We retain the personal information we collect for as long as is needed to satisfy the purposes set forth in the table and to defend or support legal claims.

2. Personal information disclosure and sharing

In addition to the sharing with the third parties described in the table above, we may also share your information with:

- **Service providers.** We share your personal information with third parties that provide services to us. We engage these kinds of third parties with contracts that require them to use your personal information only for the purpose of delivering the services for which we have engaged the third-party to provide to us and as required by law. These kinds of third parties provide business, professional, administrative, or technical support functions for us, such as payment processing, telecommunications services, billing, data storage, and quality assurance, and marketing.
- **Legal compliance recipients.** We disclose personal information to the courts, the government, law enforcement agencies, litigants, and similar recipients when required by law.
- **Successors.** We may disclose personal information associated with a part of our business to a buyer, potential buyer, or other successor or potential successor to our business.

We also may disclose personal information with third parties with your consent or at your direction.

3. Personal information security

We use reasonable administrative, technical, and physical safeguards to protect personal information in our possession. While we make commercially reasonable efforts to ensure the integrity and security of our network and systems, you should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be completely secure, accurate, or complete.

4. International users

For individuals who use our Services from outside of the United States, including in Canada, your personal information will be processed in the United States, where our servers are located. When you use our Services, your information is protected by this privacy notice. You, in accordance with our terms of service, consent to the processing of personal information in the United States.

5. Children's privacy

We do not knowingly collect any personal information from those under the age of 16. If we discover (or are informed) that we have collected personal

information from a visitor under the age of 16, we will promptly delete such information.

6. Your State Law Privacy Rights

Although certain states have enacted laws that give individuals rights with respect to their personal information, we have determined that we do not presently meet the applicability criteria for such laws. Nevertheless, if you have a question or request regarding our processing of personal information, please contact us using the information below.

If you do contact us, please be sure to:

- Provide sufficient information to allow us to reasonably verify your identity and
- Describe your request with sufficient detail to allow us to understand and respond to it.

7. Contacting Us

Users who wish to stop receiving [marketing-related] text messages may do so by replying STOP to any message. Users who wish to stop receiving marketing-related e-mail messages may use our [online portal](#) or use the “Unsubscribe” link at the bottom of any message to do so.