

River View Companies Privacy Policy

Last Updated: January 1st, 2025

This Privacy Policy explains how **River View Companies** (collectively, “**River View**,” “**we**,” “**us**,” or “**our**”) collects, uses, shares, and safeguards personal information in connection with our websites, mobile applications, and offline services (collectively, the “**Services**”). It also describes your choices and rights.

Entities Covered. This Policy applies to River View Companies and its related brands, including **River View Residential** and **River View Construction**.

Not Customer-Hosted Data for Clients. If we process personal information on behalf of a business customer (for example, in connection with property management or construction services we perform for another company), that data (“**Customer Data**”) is governed by our contract with that customer—not this Privacy Policy.

We may update this Privacy Policy from time to time. If changes are material, we’ll provide notice as required by law. Your continued use of the Services after an update means you accept the revised Policy.

1) Information We Collect

A. Information You Provide Us

We collect personal information you submit directly, such as:

- **Contact and Account Data** (e.g., name, email, phone number, mailing address, account credentials).
- **Rental/Application Data** (e.g., identification documents, references, background checks, employment/ income verification, bank statements, pay stubs).
- **Payment Data** processed by our third-party payment processors (we receive limited billing details but do not store full payment card numbers).
- **Communications and Support** requests (e.g., messages, service requests, maintenance/work orders).

- **Surveys, Events, Promotions** (e.g., entries, feedback, RSVPs).
- **Careers** (e.g., job applications) handled per our separate Applicant & Worker Privacy Notice.

B. Information Collected Automatically

When you use the Services, we automatically collect:

- **Device/Usage Data** (e.g., IP address, device identifiers, browser type, settings, pages viewed, links clicked, time and date, referral URLs, and approximate location from IP).
- **Location Data** (when you enable precise geolocation in an app feature, such as submitting a maintenance request tied to your unit).

C. Cookies & Similar Technologies

We and our partners use cookies, pixels, tags, and SDKs (“**Cookies/Technologies**”) to:

- **Operate** and secure the Services,
- **Measure** performance and analytics,
- **Remember** preferences and enhance functionality, and
- **Deliver** advertising that may be tailored to your interests (“personalized,” “interest-based,” or “cross-context behavioral” advertising).

You can manage cookie preferences via our on-site banner (where provided), device/browser settings, and industry opt-outs. See **Section 6 (Your Choices)** for details.

D. Information From Other Sources

We may receive information about you from:

- **Service providers and partners** (e.g., payment, analytics, marketing, background check providers),
- **Social media or single sign-on** integrations (based on your settings),
- **Referrals and sharing features** (e.g., “refer a friend”—please share only with contacts who expect to hear from you).

2) How We Use Personal Information

We use personal information to:

A. Provide and Improve the Services

- Create and manage accounts;
- Evaluate applications for residency;
- Provide property management, maintenance, construction, and customer support;
- Process payments and transactions;
- Communicate about accounts, services, policy updates, and operational notices;
- Operate, maintain, troubleshoot, and improve the Services and user experience.

B. Administration, Safety, and Compliance

- Authenticate identity and prevent fraud;
- Detect, investigate, and respond to security incidents;
- Debug and repair errors;
- Audit interactions and maintain quality assurance;
- Enforce terms and protect rights, property, and safety;
- Comply with applicable laws and regulatory obligations.

C. Marketing & Advertising

- Send emails, texts, direct mail, and other messages about River View offerings;
- Personalize content and advertising on our Services and on third-party sites/apps (including via Cookies/Technologies and hashed audience matching, where permitted by law).

You may opt out of marketing at any time (see **Section 6**).

D. With Your Consent

We may use personal information for purposes you consent to at the time of collection.

E. De-Identified/Aggregated Uses

We may de-identify and/or aggregate data for analytics, research, and other lawful business purposes.

3) How We Share Personal Information

We share personal information with:

- **Service Providers/Vendors** (e.g., IT hosting, payment processing, analytics, customer support, background screening, marketing, maintenance/field services).
- **Business Partners/Affiliates** to deliver joint offerings or internal operations (e.g., IT, administration).
- **Advertising & Analytics Partners** that set Cookies/Technologies to help us measure usage and deliver personalized ads.
- **Governmental/Legal Authorities** when required by law or to protect rights, safety, property, or comply with legal processes.
- **Transaction Parties** in a merger, acquisition, financing, asset sale, bankruptcy, or similar corporate event; successor entities may continue to use information consistent with this Policy.

We do not disclose personal information except as described here or with your consent, and as permitted by applicable law.

4) Telemarketing & TCPA Consent (Calls/Text Messages)

By submitting your contact information (e.g., via a form, request, or quote), you **authorize River View** and our **affiliates, contractors, and service providers** (including messaging, dialing, or marketing vendors) to **contact you** at the email address and/or phone number(s) you provide—including via **autodialed/automated** calls or texts and **prerecorded** messages—even if your number appears on a state or national “Do Not Call” list, as permitted by the federal **Telephone Consumer Protection Act (TCPA)** and applicable state laws. **Consent is not required** to purchase goods or services. You can opt out of marketing texts at any time by following the instructions in a message (e.g., replying **STOP**). Message and data rates may apply.

If you provide a **street address**, River View may send promotional materials and may, where lawful, use third-party mapping or imagery to understand property features relevant to our services (for example, assessing property suitability or planning service visits).

5) Cookies, Pixels, and Interest-Based Ads

We (and our partners) use Cookies/Technologies for the purposes described in **Section 1(C)**. Where required by law, you will see a cookie consent banner giving you options to **accept, reject, or manage** categories of cookies. Choices are **browser/device-specific**.

- **Do Not Track.** We currently do not respond to browser “DNT” signals.
- **Global Privacy Control.** Where applicable, we honor browser-based GPC signals as an opt-out of certain “sales/sharing” for cross-context advertising.
- **Industry Opt-Outs.** Visit the Network Advertising Initiative (NAI), Digital Advertising Alliance (DAA), and regional equivalents for additional ad choice tools.

6) Your Choices & Privacy Rights

Preferences and Opt-Outs

- **Email:** Use the unsubscribe link in a message.
- **Text/SMS:** Follow the instructions in the text (e.g., reply **STOP**).
- **Push/Location:** Control in your device/app settings.
- **Cookies/Ads:** Use our on-site controls (where provided), your browser/device settings, and ad industry opt-outs.

Rights Subject to Applicable Law

Depending on where you live, you may have the right to **access, correct, delete, obtain a portable copy of, or restrict/object to** certain processing (including opting out of **sales/sharing/targeted advertising** and limiting certain uses of **sensitive** data). You can exercise rights by contacting us (see **Section 11**). We will verify your request and respond within the time required by law. You won’t be discriminated against for exercising your rights. Where available, you may **appeal** our decision using the same contact method.

7) Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no system is 100% secure, and we cannot guarantee absolute security. We may notify you of certain security incidents as required by law.

8) International Data Transfers

We may process information in the United States and other countries that may have different data-protection laws than your home jurisdiction. We endeavor to safeguard data in accordance with applicable law.

9) Data Retention

We retain personal information for as long as needed to provide the Services and for other legitimate purposes described in this Policy (e.g., compliance, dispute resolution, security, and business operations), considering the **nature, sensitivity, and volume** of data and our legal obligations.

10) Children's Privacy

Our Services are not directed to children under **13**(or other age as required by local law), and we do not knowingly collect personal information from children. If you believe a child provided information without appropriate consent, contact us to request deletion.

11) Business Transfers

If River View undergoes a corporate transaction (e.g., merger, acquisition, financing, reorganization, bankruptcy, or asset sale), personal information may be transferred to the successor or acquirer and used in a way consistent with this Policy.

12) Third-Party Sites and Services

Our Services may link to third-party websites or apps we don't control. Their privacy practices are governed by their own policies. Providing data to third parties is at your own risk.

13) State Notices (including California)

Residents of certain U.S. states (e.g., California and others with comprehensive privacy laws) have additional disclosures and rights regarding: categories of data collected, sources, business purposes, categories of recipients, and whether information is “sold,” “shared,” or used for “targeted advertising.” Where required, we provide a **“Notice at Collection”** and a method to **opt out** of “sale/sharing/targeted advertising,” including via cookie preferences and/or a **“Your Privacy Choices”** link (and GPC signals where applicable). See **Sections 1–6** for details.

14) Contact Us

If you have questions about this Policy or wish to exercise your rights, contact:

River View Companies

Attn: Privacy Officer

101 Main Street, Suite A & B

Bel Air, MD 21014

Email: privacy@riverview-companies.com

15) Terms & Conditions

Your use of the Services is also subject to our **Terms & Conditions of Use**, which include important limitations of liability and other terms.