

Privacy Policy

This web site (the "Site") is operated by The Habitat Company LLC and our affiliates, for ourselves and on behalf of various property owners ("Habitat", "us", "we", or "our"). Habitat's privacy policy ("Privacy Policy") covers the collection, use, and disclosure of certain information by Habitat any time you interact with us, such as when you visit the Site, when you purchase Habitat services or products, or when you contact our leasing, sales or support staff. Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at Habitat.

Why we collect personally identifiable information

Why do we collect your personally identifiable information? Because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our services and products and to focus on categories of greatest interest to you. In addition, your personally identifiable information helps us keep you posted on the latest announcements, special offers, and events that you might like to hear about.

When we collect your information

We may ask for your personally identifiable information when you are discussing a service issue on the phone with an associate, making an online inquiry, participating in an online survey, or purchasing a service or product. In addition, we may collect your personally identifiable information when you submit information through the Site, including submission of a rent or assessment payment, a work order, lease application or renewal, or when you register to participate on the Site's bulletin board or post listings or classifieds on the Site.

We may also engage in "Passive Information Collection," described below, when you visit various parts of the Site or click through a URL. These are standard industry practices, and we explain below what information we collect and what we do with it.

What information we collect

We may collect certain personally identifiable information depending on the nature of the transaction or submission, such as your name, mailing address, phone number, e-mail address, and contact preferences; employment information; information relating to a support or service issue; or your credit card, debit card or ACH debit information.

We may also collect certain information for use on a "blind" aggregate basis, meaning information that does not identify you personally but will be used with other, similar information to show trends and group statistics ("Aggregate Data"). This information may include, for example, square footage of a residential property, monthly or annual rent, how many residents pay rent online with credit cards, and similar information. Aggregate Data also includes certain information we gather automatically and store in log files, including internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. No Aggregate Data will be disclosed in a manner that identifies the data with a particular individual.

Passive information collection: cookies and other technologies

Cookies are small text files that are placed on your computer's hard drive by computers (or servers) to identify your computer. As is standard practice on many corporate web sites, Habitat may use cookies and other technologies to help us understand which parts of the Site are the most popular, where our visitors are going, and how much time they spend there. We may use cookies and other technologies to study traffic patterns on the Site, to make it even more rewarding as well as to study the effectiveness of our customer communications. And we may use cookies to customize your experience and provide greater convenience each time you interact with us. If, however, you prefer not to enable cookies, we suggest that you consult with your local IT technician, support staff or other person with expertise, to have them disable cookies in your Internet browser. Please note that certain features of the Site may not be available once cookies are disabled.

In some of our e-mail messages we use a "click-through URL" linked to content on the Site. When a customer clicks one of these URLs, they pass through our web server before arriving at the destination web page. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked simply avoid clicking text or graphic links in the e-mail.

We also may use pixel tags -- tiny graphic images -- to tell us what parts of the Site customers have visited or to measure the effectiveness of searches customers perform on the Site. Pixel tags also enable us to send e-mail messages in a format customers can read and tell us whether e-mails have been opened to assure that we are only sending messages that are of interest to our customers.

How we use the information we collect

There are a number of situations in which your personally identifiable information may help us give you better service. For example, we collect information for market research purposes -- such as your occupation and information about the company you work for -- to gain a better understanding of our customers and thus provide more valuable service. This helps us to determine how best to provide useful information to customers and to understand which parts of the Site and Internet services are of most interest to them.

We use Aggregate Data which does not identify individual users, to analyze trends, to administer the Site, to track users' movements around the Site and to gather demographic information about our user base as a whole.

When we may share your information

Habitat takes your privacy very seriously. Please be assured that Habitat does not sell or rent your contact information to third-party marketers. Habitat may share personally identifiable information that you provide with third parties in the following circumstances:

1. Service Providers: There are times when it may be advantageous for Habitat to make certain personally identifiable information about you available to companies with whom Habitat has a strategic relationship or which perform work for Habitat to provide services and products to you on our behalf. These companies may help us process information, fulfill customer orders, deliver services and products to you, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. These companies are also obligated to protect your personally identifiable information in accordance with Habitat's policies. Without such information being made available, it might be difficult for you to purchase service and products, have products delivered to

you, receive customer service, provide us feedback to improve our services and products, or access certain services, offers, and content on the Site.

2. Affiliates and Property Owners: Habitat may share your personally identifiable information with companies that are affiliated with Habitat, for example, parent companies, subsidiaries, or sister companies in various states in the United States. Habitat may also share personally identifiable information with owners of the properties which Habitat manages. The disclosure and use of the information by affiliated companies and by property owners will be consistent with this Privacy Policy.

3. Aggregate Data: Habitat may also share Aggregate Data that does not personally identify you but which is used with other, similar information to show trends and group statistics. From time to time, Habitat may share this data with others, including potential customers. As mentioned above, Habitat will not disclose Aggregate Data in a manner that identifies the data with a particular individual, or for direct-marketing to any individual.

4. Other: At times we may disclose personally identifiable information (a) when required by law or legal process, (b) to investigate and/or take action against any illegal activity, suspected abuse or unauthorized use of the Site, (c) to protect the property or safety of our users or others, (d) to enforce our Terms of Use, and (e) in connection with the sale or other transfer of ownership of all or a part of Habitat or the property in which you reside.

Interactive Forums

Habitat may also offer message boards, bulletin boards, chat rooms, comment areas or other forums (collectively, "Forums") on the Site for use by visitors who are 18 years of age or older. If you use a Forum on the Site you should be aware that any information you share becomes public and is visible to other users. Personally identifiable information you submit to one of these Forums can be read, collected, or used by other individuals to send you unsolicited messages. Habitat is not responsible for the personally identifiable information you choose to submit in these Forums.

How we protect your information

Habitat takes precautions -- including administrative, technical, and physical measures -- to safeguard your personally identifiable information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

Habitat may use Secure Sockets Layer (SSL) encryption on certain web pages where personally identifiable information is required. In instances such as this, you must use an SSL-enabled browser such as Safari, Netscape Navigator 3.0 or later, or Internet Explorer. Doing so protects the confidentiality of your personally identifiable information while it's transmitted over the Internet.

Integrity of your personally identifiable information

Habitat has safeguards in place to keep your personally identifiable information accurate, complete, and up to date for the purposes for which it is used. Naturally, you always have the right to correct the personally identifiable information you have provided.

Our companywide commitment to your privacy

As previously noted, Habitat takes protecting your privacy very seriously. To make sure your personally identifiable information is secure, we communicate these guidelines to Habitat employees and strictly enforce privacy safeguards within the company. In addition, Habitat supports industry initiatives to preserve privacy rights on the Internet and in all aspects of electronic commerce. Further, we do not knowingly solicit personally identifiable information from minors or send them requests for personally identifiable information.

Links

The Site may have links to the sites of other companies. Habitat is not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

Privacy questions

If you do not want Habitat to keep you up to date with Habitat news and the latest information on services and products, **click here to send an e-mail request** and update your personal contact information and preferences. Naturally, if you notify us that you do not want us to use your information for a particular purpose, we will not do so to the extent permissible by law and to the extent that we have not received such information through an off-line source (e.g., you are a resident in a Habitat building).

Children

Habitat believes that it is especially important to protect children's privacy online. Habitat does not knowingly collect or use any personally identifiable information from children under the age of 13, and Habitat does not knowingly provide any personally identifiable information, regardless of its source, to any third party for any purpose whatsoever from visitors younger than 13 years old; provided, however, that, in an effort to better serve our residents, Habitat collects from adult residents certain personally identifiable information on all unit occupants, including the ages of any children who may reside with such adults, and such information may be disclosed to third parties. No information should be submitted to or posted at the Site by visitors younger than 13 years old.

Changes to this policy

Habitat may update this Privacy Policy from time to time. When we change the Privacy Policy in a material way, a notice will be posted on the Site along with the updated Privacy Policy. Your continued use of the Site after such notice constitutes acceptance of such changes.

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