

# California Apartment Association

## Privacy Statement

(Last Updated August, 2018)

### 1. Introduction

This Privacy Statement (“Statement”) provides important information about how and when the California Apartment Association and its affiliates<sup>1</sup> (“California Apartment Association,” “CAA”, “we,” or “us”) collect information about you, and informs you how CAA uses, shares and safeguards such information. This Statement applies to any California Apartment Association website, application, product, software, or service that links to it (collectively, our “Services”). Occasionally, a Service will link to a different Privacy Statement that will outline the particular privacy practices of that Service.

Please read this Statement carefully before engaging in any activities with CAA or using our Services. By engaging in any of the activities described in this Statement and or using a Site, you consent to the terms of this Statement.

### 2. Changes in the Privacy Statement

It is important that you check back often for updates to this Statement. If we make changes we consider to be important, we will let you know by placing a notice on the relevant Services, our website, and/or contact you using other methods such as email.

### 3. Who this statement applies to and what it covers

This Statement applies to individuals who use any website, application, product, software or service of ours that hyperlinks to this Statement (we call these our “Services”).

Depending on the Service, we may provide additional or different privacy statements or notices for specific interactions you have with us or to highlight how we use your personal information for specific Services. Where we do this, it will be clear which statements apply to which interactions and Services.

Within our Services, there may be links to third-party websites or applications. **We are not responsible for the content or privacy compliance of third party websites or applications.** You should check those websites or applications for their privacy statements and terms that apply to them.

**Children’s Privacy.** Our Services are not generally aimed at children. In the limited circumstances where we may collect and use personal information about children, for example to develop an educational resource, we will comply with industry guidelines and applicable laws.

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<sup>1</sup> The term "affiliates" means our Chapters, Divisions, Political Action Committee, CAA Insurance and others.

## 4. Data That We Collect and Receive

The California Apartment Association is committed to the responsible handling and protection the data it collects and receives, including personal information.

Personal information means any information relating to an identified or identifiable natural person; an identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that person.

When you interact with us through the Services, we may collect data from you or from other sources. This “data” may be information that you directly provide to us, such as personal information you provide when you visit the Services, or information that is passively or automatically collected from you, such as anonymous information collected from your browser or device.

The data we collect consists of:

- **Data that you provide directly when you register for, or use, the Services.** This data will vary, but typically consists of name, email address, postal address, phone number and other similar contact data. We also receive data from the communications you send to us, such as customer service inquiries, product reviews and other feedback regarding the Services.
- **User credentials**, such as username, password, password hints and similar security information used to create an account and authenticate users of the Services.
- **Demographic data**, such as age, birth date, address, gender, country and language preference.
- **Payment data**, such as credit card information (note: only the last four digits are collected) and billing address.
- **Device data**, such as type of device, operating system and other software installed on the device, device settings, IP address, device identifiers and error reports.
- **Usage data**, such as the programs and features you access, items you purchase, and the timing, frequency and duration of your interactions through the Services.
- **Location data**, such as IP addresses received from your device.
- **Information about your interests and preferences**, such as your favorite classes, compliance events, political events and credit screening, your home city or your communications preferences.
- **Third party integrations.** If you connect your use of the Services through a third-party service (e.g., on-line forms), the third party may share certain information from your third-party account with us.
- **Other third-party data**, such as data from our affiliates, partners or vendors, data brokers or public sources.

We want to be clear about our privacy practices so that you can make informed choices about the use of your information, and we encourage you to contact us at any time with questions or concerns.

## 5. How We Collect Data

We collect personal information about you from your interactions with us and from certain third parties and other sources (such as your employer or the subscriber providing access to our Services or from publicly available sources where permissible). Such data would be limited to the identity of your employer and perhaps your job title.

We obtain personal information **from you**:

- **through your interactions with us and our Services**, such as, when you purchase or use our Services, register for an event, request information or call us for support (please note that we may record or monitor our telephone calls for compliance and quality assurance purposes);
- **through your system/device and use of our Services**. Our servers, logs and other technologies automatically collect system/device and usage information to help us administer, protect and improve our Services, analyze usage and improve users' experience;
- **through cookies and similar technologies included on our Services**. More information relating to cookies, and how to control their use can be found in Section 12 below.

We also collect personal information about you from **third parties** such as:

- **the person(s) arranging for you to access our Services** (e.g., your employer or our subscriber) in order to set up a user account;
- **an organization to which you belong** where that organization provides you access to our Services (such as a library providing you access to certain of our Services, like our legal information products);
- **partners and service providers who work with us** in relation to your Service;
- **publicly available sources** such as public websites, open government databases or other data in the public domain, to help us maintain data accuracy and provide and enhance the Services.

## 6. How we use personal information

This section includes details of the purposes for which we use personal information and also the different legal grounds upon which we process that personal information. We use personal information to provide and improve Services and for other purposes that are in our legitimate business interests, as well as for compliance purposes. Further information is set out below.

Some laws require us to explain our lawful reason for processing your personal information. We process personal information about you on the basis that it is:

- **necessary for the performance of a contract**: where we have a contract with you, we will process your personal information in order to fulfil that contract (i.e., to provide you with Services); or

- **in our or a third parties' legitimate interests:** details of those legitimate business interests are set out in more detail below (e.g., provision of Services that we are contractually obliged by a third party, such as your employer or our subscriber, to deliver to you); or
- **where you give us your consent:** we only ask for your consent in relation to specific uses of personal information where we need to and, if we need it, we will collect it separately and make it clear that we are asking for consent; or
- **for compliance with a legal obligation** (e.g., to respond to a court order or a regulator).

You are welcome to contact us for further information on the legal grounds that we rely on in relation to any specific processing of your personal information.

## 7. Legitimate Business Interests for use

We use personal information for a number of legitimate interests, including to provide and improve Services, administer our relationship with you and our business, for marketing and in order to exercise our rights and responsibilities. More detailed information about these legitimate interests is set out below.

- to set up and administer your account, provide technical and customer support and training, verify your identity, and send important account, subscription and Service information;
- to administer our relationship with you, our business and our third-party providers (e.g., to send invoices);
- to deliver and suggest tailored content such as news, forms, education, and business information. We analyze the way you use our Services to make suggestions to you for features or Services that we believe you will also be interested in, and so that we can make our Services more user-friendly;
- to personalize your experience with our Services. We may retain your browsing and usage information to make your searches within our Services more relevant and use those insights to target advertising to you online on our websites and apps. Your choices in relation to marketing are explained in this Statement.  
We may sometimes share your personal information across our Services so that we can make all of the Services we deliver to you more intuitive (e.g., rather than requiring you to enter the same data many times);
- to contact you in relation to, and conduct, surveys or polls you choose to take part in and to analyze the data collected for market research purposes;
- to display information you choose to post, share, upload or make available in chat rooms, messaging services, and community and event forums (including in community and event profiles) and for related collaboration, peer connection, games and information exchange;
- to provide any third party, who has made our Services available to you (e.g., your employer or our subscriber), insights about use of the Services;
- for internal research and development purposes and to improve, test and enhance the features and functions of our Services;
- to provide you with marketing as permitted by law;
- to meet our internal and external audit requirements, including our information security obligations (and if your employer or our subscriber provides for your access to our Services, to meet their internal and external audit requirements);

- to enforce our terms and conditions;
- to protect our rights, privacy, safety, networks, systems and property, or those of other persons;
- for the prevention, detection or investigation of a crime or other breach of law or requirement, loss prevention or fraud;
- to comply with requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, including where they are outside your country of residence;
- in order to exercise our rights, and to defend ourselves from claims and to comply with laws and regulations that apply to us or third parties with whom we work;
- in order to participate in, or be the subject of, any sale, merger, acquisition, restructure, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

Where we rely on legitimate interests as a lawful ground for processing your personal information, we balance those interests against your interests, fundamental rights and freedoms. For more information on how this balancing exercise has been carried out, please contact us.

## **Marketing**

We deliver marketing and event communications to you across various platforms such as email, telephone, text messaging, direct mail and online. Where required by law, we will ask you to explicitly opt in to receive marketing from us. If we send you a marketing communication, it will include instructions on how to opt out of receiving these communications in the future.

Honoring your marketing preferences is important to us. You have the right to opt out of receiving direct marketing and targeted online advertising.

## **How to Opt Out of Email Marketing**

Where we send marketing emails, we provide unsubscribe options for your use within our emails. To update your email marketing preferences, please visit the applicable email preference center, a link to which will normally be included in emails you receive from us. In addition, you can also use the “Contact Us” feature of a particular Service, discuss with your CAA contact or contact us.

Even if you opt out of receiving marketing communications by email, we may still send you service communications or important transactional information related to your accounts and subscriptions (for purposes such as providing customer support).

## **Sweepstakes and Contests**

We may offer sweepstakes, contests, surveys, and other promotions (each, a “Promotion”) jointly sponsored or offered by third parties that may require submitting Personal Information. If you voluntarily choose to enter a Promotion, your Personal Information may be disclosed to third parties for administrative purposes and as required by law (e.g., on a winners list). By entering, you agree to the official rules that govern that Promotion, and may, except where prohibited by applicable law, allow the sponsor and/or other parties to use your name, voice and/or likeness in advertising or marketing materials.

## **8. How we share personal information**

We share personal information within the CAA, with our business partners, affiliates and third-party service providers, the person providing for your access to our Services (if that is not you) and in accordance with law. Our third-party service providers are not permitted to share or use personal information we make available to them for any purpose other than to provide services to us.

We share your information for the purposes set out in this Statement, with the following categories of recipients:

- CAA companies (e.g. CAA Insurance, CAA Divisions and Chapters);
- the person providing your access to our Services (e.g., your employer or our subscriber);
- business partners with whom we deliver co-branded Services, provide content, or to host events, conferences and seminars;
- third parties that help us deliver Services or act on our behalf;
- third parties where we have a duty to or are permitted to disclose your personal information by law (e.g., government agencies, law enforcement, courts and other public authorities);
- third parties in order to participate in, or be the subject of, any sale, merger, acquisition, restructure, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), in which case we may disclose your personal data to prospective buyers, sellers, advisers or partners and your data may be a transferred asset in a business sale;
- third parties where reasonably required to protect our rights, users, systems and Services (e.g., legal counsel and information security professionals); and
- any person you have asked us to share information with (e.g., if you upload information into a public forum it is shared publicly).

## **9. How we secure personal information**

CAA takes the security of personal information seriously and we use appropriate technologies and procedures to protect personal information (including administrative, technical and physical safeguards) according to the risk level and the service provided.

We have in place a global Information Security and Risk Management team, led by our Chief Information Security Officer, which is responsible for implementing secure data handling practices at CAA.

Our information security policies and procedures are closely aligned with widely accepted international standards and are reviewed regularly and updated as necessary to meet the sensitivity of the personal

information we handle, our business needs, changes in technology and regulatory requirements. We have implemented appropriate information security controls.

## **10. How long we keep personal information**

We retain your information in accordance with our enterprise records retention schedule. You can find more information on the criteria used to calculate the retention periods set out below.

CAA has a Records and Information Governance team that works in conjunction with our Privacy Team to implement policies and rules relating to the retention of personal information. We have an enterprise records retention schedule that is based upon a classification scheme consisting of business functions, record classes, and record types.

We calculate retention periods for your personal information in accordance with the following criteria:

- the length of time necessary to fulfill the purposes we collected it for;
- when you or your employer (or other subscriber providing for your access to our Services) cease to use our Services ;
- the length of time it is reasonable to keep records to demonstrate that we have fulfilled our duties and obligations;
- any limitation periods within which claims might be made;
- any retention periods prescribed by law or recommended by regulators, professional bodies or associations; or
- the existence of any relevant proceedings.

## **11. Your rights under California Law**

California law provides California customers the right to request from CAA certain details about how certain types of their information are shared with third parties, and in some cases affiliates, for those third parties' and affiliates own direct marketing purposes. If you would like to request this information, please contact us. Requests must include "California Privacy Rights Request" in the first line of the description and include your name, street address, city, state, and zip code. Please note that CAA is not required to respond to requests made by means other than through the provided email address or mail address.

### **California Do Not Track Disclosures**

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, we do not monitor or take action with respect to "Do Not Track" signals or other mechanisms. For more information on "Do Not Track," visit <http://www.allaboutdnt.com>.

### **Children**

The site is intended for a general audience and not directed to children under thirteen (13) years

of age. CAA does not intend to collect personal information as defined by the U.S. Children's Privacy Protection Act ("COPPA") in a manner that is not permitted by COPPA. If you are a parent or guardian and believe CAA has collected such information in a manner not permitted by COPPA, please contact us, and we will remove such data to the extent required by COPPA.

## **International Transfer**

We are based in the U.S. and the information we and our service providers collect is governed by U.S. law. If you are accessing the Sites from outside of the U.S., please be aware that information collected through the Sites may be transferred to, processed, stored and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Sites or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing and storage of your information, including Personal Information, in the U.S. as set forth in this Statement.

In accordance with the General Data Protection Regulation ("GDPR"), users who are located in the EU have the following rights:

- If the processing of personal data is based on your consent, the right to withdraw consent for future processing of that data.
- The right to request from California Apartment Association ("CAA"), a "data controller" as defined under the GDPR, access to and rectification of your personal data.
- Subject to limitations as provided for in the GDPR, the right to request restriction of the processing of your personal data.
- Subject to limitations as provided for in the GDPR, the right to request erasure of your personal data.

## **12. Cookies and similar technologies**

CAA and our third-party providers set and use cookies and similar technologies to store and manage user preferences, deliver targeted advertising, enable content, and gather analytic and usage data, for example. The use of cookies and other tracking technologies is standard across websites and apps through which information is collected about your online activities across applications, websites, or other services. More information about how we use cookies and similar technologies and how you can control and manage them is below.

### **What is a cookie?**

A cookie is a small text file that is placed on a computer or other device and is used to identify the user or device and to collect information. Cookies are typically assigned to one of four categories, depending on their function and intended purpose: absolutely necessary cookies, performance cookies, functional cookies, and cookies for marketing purposes.

### **Types of cookies and why we use them**



Absolutely necessary cookies: These cookies are essential to enable you to move around a website and use its features. Without these cookies, Services you have asked for, like adding items to an online shopping cart, cannot be provided.

**Performance cookies:** These cookies collect information about how you use our websites. Information collected includes, for example, the Internet browsers and operating systems used, the domain name of the website previously visited, the number of visits, average duration of visit, and pages viewed. These cookies only collect information in an aggregated format. Performance cookies are used to improve the user-friendliness of a website and enhance your experience.

**Functionality cookies:** These cookies allow the website to remember choices you make (such as your username or ID, language preference, or the area or region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts, and other customizable parts of web pages. They may also be used to provide Services you have asked for, such as watching a video or commenting on a blog. These cookies cannot track your browsing activity on other websites.

**Targeting and advertising cookies:** These cookies track browsing habits and are used to deliver targeted (interest-based) advertising. They are also used to limit the number of times you see an ad and to measure the effectiveness of advertising campaigns. They remember that you have visited a website and this information is shared with other organizations, such as advertisers.

## Managing cookies

You can manage website cookies in your browser settings, and you always have the choice to change these settings by accepting, rejecting, or deleting cookies. If you choose to change your settings, you may find that certain functions and features will not work as intended on the Services. All browser settings are slightly different, so to manage cookies, you should refer to the relevant settings within your browser.

We understand that you may want to know more about cookies. Here are some useful resources that provide detailed information about types of cookies, how they are used, and how you can manage your cookie preferences: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). Please click below for detailed information on how to disable and delete cookies in some commonly used browsers:

- [Mozilla Firefox®](#)
- [Microsoft® Internet Explorer](#)
- [Google Chrome™](#)
- [Safari®](#)

We use certain other tracking technologies in addition to cookies:

- **Local shared objects/Flash cookies:** Flash cookies, also known as local shared objects, are designed to support browser content supported by Adobe® Flash. They are usually used to enable ads and video content on websites. Like other cookies, they will store information on your device, some of which will be specific to the Flash-enabled content. Flash cookies can only be

deleted within Adobe Flash rather than via your browser. Please refer to the following help page for information on how to manage your privacy settings and deletion of Flash cookies:  
[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html).

- **Web beacons:** Our web pages may contain electronic images known as web beacons (also called single-pixel gifs and transparent graphic images) that we use to help deliver cookies on our sites, count users who have visited those sites, deliver Services, and analyze the effectiveness of our promotional campaigns, for example. We may also include web beacons in our marketing email messages or newsletters to determine whether an email is opened or if links are clicked. Web beacons are also used to deliver internet-based advertising.
  
- **Web server & application logs:** Our servers automatically collect certain information to help us administer and protect the Services, analyze usage, and improve users' experience. The information collected includes:
  - IP address and browser type;
  - Device information including Unique Device Identifier (UDID), MAC address, Identifier For Advertisers (IFA), and similar identifiers we or others may assign;
  - Device operating system and other technical facts;
  - The city, state, and country from which you access our website;
  - Pages visited and content viewed, stored, and purchased;
  - Information or text entered;
  - Links and buttons clicked; and
  - URLs visited before and after you use our Services.

### **“Do Not Track” Signals**

Some browsers transmit Do Not Track (DNT) signals to websites. Due to the lack of a common interpretation of DNT signals throughout the industry, we do not currently alter, change, or respond to DNT requests or signals from these browsers. We continue to monitor industry activity in this area and reassess our DNT practices as necessary.

### **Connecting via social networks**

Some of our Services may include social networking features, such as the Facebook® “Like” button and widgets, “Share” buttons, and interactive mini-programs. Additionally, you may choose to use your own social networking logins from, for example, Facebook or LinkedIn®, to log into some of our Services. If you choose to connect using a social networking or similar service, we may receive and store authentication information from that service to enable you to log in and other information that you may choose to share when you connect with these Services. These Services may collect information such as the web pages you visited and IP addresses, and may set cookies to enable features to function properly. We are not responsible for the security or privacy of any information collected by these third parties. You should review the privacy statements or policies applicable to the third-party services you connect to, use, or access. If you

do not want your personal information shared with your social media account provider or other users of the social media service, please do not connect your social media account with your account for the Services and do not participate in social sharing on the Services.

### **Where to find further privacy information on our products and services**

This Statement generally relates to the personal information we collect about users in connection with the Services, where we make decisions about how that personal information is handled (CAA as a controller). However, you can contact us for more information about how we process personal information that our customers input into our Services and for which CAA does not make decisions about (CAA as a processor).

Where we need to give you additional information about how your personal information is used in relation to specific Services we will provide separate or additional privacy notices.

Your professional service provider (e.g., your financial, tax, legal or accounting adviser) and other third parties may enter your personal information into Services we make available to, and host for them on their behalf. They may provide their own privacy notices to you. You should contact them for these notices, and you may also be able to find their privacy notices on their websites.

## **13. How to contact us**

We understand that you may have questions or concerns about this Statement or our privacy practices or may wish to file a complaint. Please feel free to contact us in one of the following ways:

### **California Apartment Association Data Protection Officer:**

Kevin Pellegrino  
California Apartment Association  
980 Ninth Street, Suite 1430  
Sacramento, CA 95814  
Email: [kpellegrino@caanet.org](mailto:kpellegrino@caanet.org)

**As always, we thank you for your patronage and hope you will contact us with any questions or concerns you may have.**