

## Privacy Policy

Alliance Residential Company LLC (hereinafter referred to as "ARC") and its subsidiary companies, including but not limited to Alliance Communities LLC, are committed to protecting the personal privacy of visitors and guests using its Internet sites. The following is an overview of the information we collect, how we use it and how it impacts your overall experience with our organization.

ARC understands how important your privacy is to you. ARC collects and uses your personal information (such as your name, address, phone number and email address) to give you superior customer service and to provide you with convenient access to a wide range of products and services. We may use your personal information to keep you informed of new products, services and other information you may like to hear about. ARC may use your personal information to contact you to participate in surveys or gauge customer satisfaction.

Personal information is collected in different ways, such as when we ask for your contact information, when you register for information, answer surveys or complete questionnaires on this website. You may remove your email address from the distribution lists of ARC or our business partners at anytime by notifying us or the business partners, respectively. Our policy only addresses the use and disclosure of information we may collect from you. We do not have a process for you to review and request changes to your personally identifiable information that is collected through this Website.

**This Privacy Policy is subject to change at any time. We encourage you to review this Policy regularly for any changes.**

By using this site, you agree to the terms of use. If you do not agree to the terms of use, you may not use the site. We reserve the right, at our discretion, to change, modify, add, or remove portions of the terms at any time. Prices and information are also subject to change at any time. Alterations of the site in no way affect the terms themselves. Your continued use of the site following the posting of changes to the terms will mean you accept those changes.

### Definitions of Types of Information

Personally identifiable information is defined as information or other data that may specifically identify an individual user. In order for you to access certain services or to purchase services that are offered via the Sites, we require you to provide us with such Personal Information. Personal Information may include: (i) Contact Data (such as your name, mailing and e-mail addresses); (ii) Financial Data. If you communicate with us by e-mail or otherwise complete online forms, surveys or contest entries, any information provided in such communication may be collected as Personal Information.

### Traffic Data

Traffic data shall not be considered personally identifiable information or Personal Information. Traffic Data is information on a user's patterns of access

Information contained in this document is confidential and remains the property of Alliance Residential. Any use or partial use is prohibited without prior approval from Alliance Residential Company.

and usage of the sites. We automatically track and collect the following information when you visit our Site, including your: (i) IP address; (ii) domain server; (iii) type of computer; and (iv) type of web browser. Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site. We also use "cookies" as a method to gain dependable and consistent Traffic Data. "Cookies" are anonymous and do not personally identify you.

From time to time, ARC may run contests in which participants are asked for contact information, such as their e-mail address (es). If you participate in these contests, your contact information will be used primarily to reach you in connection with the contests. We may also use the collected contact information to send you information about ARC, our services, as well as offers tailored to your interests, if you have opted to receive these communications. You may choose to opt-out of receiving such mailings at the time of registration for the contest, or afterwards, by emailing us at [info@allresco.com](mailto:info@allresco.com).

### Cookies

A "cookie" is a small piece of data that is sent to your browser from a web server and stored on your computer's hard drive. Cookies do not damage your system or impair its functioning in any way. We use cookies to help us provide customizable services and to allow you to sign-in to our site.

You can choose whether to accept cookies by changing the settings of your browser. You can reset your browser to refuse all cookies, or allow your browser to show you when a cookie is being sent. If you choose not to accept these cookies, your experience at our site and other Web sites may be diminished and some features will not work as intended.

ARC works with FetchBack from time to time to display Retargeted ads to site prospects, on our behalf, across the Internet. FetchBack collects Non-Personally Identifiable Information about your visits to our Website, and your interaction with our products and services. The anonymous information is collected through the use of a pixel tag, which is industry standard technology used by most major web sites. No Personally Identifiable Information is collected during in this process. To read FetchBack's Privacy Policy, [click here](#). If you do not want FetchBack to collect this information, you may opt out of their service. Opting out will not in any way effect your use of our site. To Opt-Out, of FetchBack Retargeting, please [click here](#). Visit the Network Advertising Initiatives Opt-Out by [clicking here](#).

### Use of IP Addresses

An Internet protocol (IP) address is a set of numbers that is automatically assigned to your computer whenever you log on to your internet service provider or through your company's local area network (LAN) or wide area network (WAN).

ARC may collect IP addresses for purposes of system administration, to report user Traffic Data, and to audit the use of our site. We do not ordinarily link a user's IP address to the Personal Information of that user, which means each user's session will be logged, but the user remains anonymous to us.

## Security

ARC operates secure data networks protected by industry standard firewall and password protection. ARC has security measures in place to attempt to protect against the loss, misuse and alteration of your user data under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur; we make every reasonable effort to prevent such unfortunate occurrences.

## Third-Party Relationships

In order to optimize your experience on our sites, ARC maintains relationships with many corporate partners and service providers. If you have any questions about whether certain information, content or services pertain to us, or are provided by one of our partners, please contact us at 602-778-2800.

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