



MASCIA

MANAGEMENT, LLC

244 FIFTH AVENUE STE M204 | NEW YORK NY 10001
P 212 388 9585 | F 212 898 0447 | WWW.MASCIAMGT.COM

PRIVACY POLICY

Effective Date: January 1st, 2009

HOW OUR PRIVACY POLICY APPLIES

This Privacy Policy explains how we collect, use, and disclose the Personal Information You may provide to us through this Site and all sites of Mascia Management, LLC (collectively, the "Site"), and other Personal Information that you provide to us offline. This statement may be revised from time to time, so please revisit this page to remain fully informed of our commitment (see "Consent" Section below).

Your provision of Personal Information to us indicates Your consent to this Privacy Policy as modified from time to time.

TYPES OF PERSONAL INFORMATION WE COLLECT

In this Privacy Policy, "Personal Information" means any information by which You can be personally identified, and includes Your name and address, age or date of birth, Your electronic mail address, number of children, Your occupation, employment information, telephone number, education, the kind of service provided to You, Your social security number, real property purchased, leased, or rented, bank account number, debit card number, bank or investment account, debit card, or credit card balance, payment history, and information pertaining to Your creditworthiness, assets, income or liabilities.

If You are applying for employment at Mascia Management, LLC, these additional categories of information will also be deemed to be Personal Information:

- Race
- Credit checks
- Background reports
- Results of drug screenings
- Employment verification

We intend to implement this Privacy Policy in a manner consistent with applicable employment laws. To the extent that such applicable employment laws are in conflict with this Privacy Policy, we will act in accordance with such applicable employment laws.

HOW AND WHY WE COLLECT PERSONAL INFORMATION

We collect, retain, and use Personal Information for the reasons stated below:



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- to complete the leasing process;
- to request a credit report in connection with leasing or job applications;
- to process job applications;
- to contact you in response to your inquiries, comments and suggestions;
- to contact you otherwise when necessary;
- for the specific purpose for which it was volunteered (for example, to receive notice from us, etc.);
- to track our visitors' use of the Site for internal market research;
- to improve the Site and the services Mascia Management, LLC promotes or provides through the Site or through other means;
- for special promotions, contests or survey registrations;
- to customize the content and/or layout of our Site for each individual visitor;
- to ask for Your participation in brief surveys;
- to complete any purchases or other transactions you may perform at the Site;
- to notify visitors about updates to the Sites or services;
- to notify You about promotions, special offers, etc., regarding products and services provided by us or our affiliates or partners;
- to be provided to third party service providers on behalf of Mascia Management, LLC;
- as required by law or regulation, or as requested by government authorities;
- in connection with an acquisition, merger, sale or other transfer of all or any portion of our business; and
- for our internal business purposes.

Active Collection via the Site. To access or take advantage of certain features offered through the Site, we may ask you to provide personally identifiable information (“PII”), which is information that would reasonably allow someone to identify you personally or contact you, such as your name and phone number. You may also choose to provide financial or banking information for certain purposes, such as to facilitate payment of your rent and other charges owed by you to Mascia Management. We may also collect PII from you about another person, such as in the case of referring a friend. In those instances, we will only use your friend’s PII for the purposes stated when you provide your friend’s information to us.

The Site is only for use by adult tenants of Mascia Management properties. As such, the Site are not directed to children younger than age thirteen, and Mascia Management does not knowingly collect information from children younger than age thirteen.

Passive Collection of Non-PII via the Site.

The Site’s web server automatically collects certain non-personally identifiable information (“Non-PII”), such as the address (or “URL”) of the web site that you came from before visiting the Site, which pages you visit on the Site, which browser you used to view the Site, and IP address. In connection with this, the Site and any e-mails sent from the Site may utilize cookies, web beacons or similar technologies. A cookie is a small text file that is sent to your browser from a web server and is stored on your computer’s hard drive. A cookie is essentially your



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identification card when you return to the Site. You can set your browser to reject the cookies, although rejecting cookies might affect your ability to use the Site. A web beacon is a small, often invisible, graphic image included in a web page or e-mail. We may use web beacons for many purposes, such as to count visitors to the Site or to monitor how visitors navigate the Site. Mascia Management may share Non-PII, such as aggregate user statistics, with potential partners and other third parties.

Offline Collection. Mascia Management may also collect PII from you offline, such as when you call or visit the management office at the Mascia Management property where you live. This Privacy Policy does not apply to PII collected in these circumstances. However, we may combine the PII we collect from you offline with information that we collect through the Site. In those cases, we will apply this Privacy Policy to any PII that has been combined, unless specifically disclosed otherwise.

Information from Other Sources. We may receive information about you from other sources; for example, the owner of the Mascia Management property where you live may provide us information about you. We may combine the information we receive from these other sources with PII we collect through the Site. In those cases, we will apply this Privacy Policy to any PII that has been combined, unless specifically disclosed otherwise.

USE OF PERSONAL INFORMATION

Mascia Management may store and use your PII to: (1) provide you with services or fulfill transactions that you have requested; (2) communicate with you regarding information, features or offers that we believe will be of interest to you; (3) respond to your questions or other requests; (4) contact you with regard to your use of the Site or, in our discretion, communicate changes to this Privacy Policy, Terms of Use or other policies; or (4) for other purposes disclosed at the time you provide your PII. We may also use your information to improve the Site or Mascia Management's services, to customize your experience on the Site, to serve you specific content, or for other internal business purposes.

SHARING OF PERSONAL INFORMATION WITH THIRD PARTIES

Mascia Management may share information collected through the Site, including PII, under the following circumstances:

Mascia Management may share PII with its affiliated or subsidiary companies who require access to the PII for business purposes related to the renting and managing of Mascia Management properties. For example, when you submit PII through the Site, it may be shared with the Mascia Management entity that owns the property where you live.

Mascia Management may share PII with third parties who perform services on our behalf, such as processing your payments, billing you for utilities, or otherwise fulfilling your requests or sending regular mail or e-mail on behalf of Mascia Management. Your PII and information about the timeliness of your rent payments is also shared with third party companies for the



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purpose of tracking your history of rent payments and for the collection of any payments due to us.

Mascia Management may share PII when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to verify or enforce compliance with our Terms of Use or other Mascia Management policies; or whenever we believe disclosure is necessary to limit our legal liability or to protect or enforce the rights, interests, or safety of the Site, users or other third parties. Mascia Management also reserves the right to report to law enforcement agencies any activities that Mascia Management, in good faith, believes to be unlawful.

Mascia Management reserves the right to disclose and transfer user information, including PII, in connection with a corporate merger, consolidation, restructuring, financing, the sale of substantially all assets, or other corporate change. In addition, when a potential buyer is interested in purchasing one of our properties, we may provide the potential buyer with information about the property and the tenants who live there. For example, we may provide information regarding the current number of occupants and the date that those occupants' leases expire. Some limited PII may also be provided to the potential buyer, including, but not limited to, your first and last name. Upon the sale of the property in which you live, all of your PII may be transferred to the purchaser.

We do not disclose Personal Information to third parties for their marketing purposes.

CHILDREN'S PRIVACY

We do not collect or maintain information at our Site from those we know are under 13, and we do not permit children under 13 years of age to become registered users of our Site. No part of our Site is structured to attract anyone under 13. By using our Site You represent that You are not under 13 years of age.

LINKS TO THIRD PARTY WEB SITES

Our Site may offer links to other Web sites which may have information policies and practices different from ours. We do not control and are not responsible for the privacy policies or practices or the content of any third party Web sites.

HOW TO CONTACT US

Should You have other questions or concerns about these privacy policies, please call us at 1-877-6MASCIA or send us an E-mail at info@masciamgt.com.



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CONSENT

By using this Site, You consent to our collection and use of Personal Information. Mascia Management, LLC reserves the right, at its discretion, to change, modify, add or remove portions of this Privacy Policy from time to time. The amended Privacy Policy will be effective upon posting on the Site. Your continued use of the Site and/or the services means that You agree to the revised Privacy Policy and our use of Your Personal Information in accordance with the revised policy. Mascia Management, LLC may, but is under no obligation to, provide You notice of such modifications to this Privacy Policy via email or other communication.

E-MAIL CONSENT

Your provision of Personal Information through any of our Resident Concierge, Owner's Insight, or other portal Sites constitutes Your affirmative consent that we may contact you by e-mail to provide you with information and notices relating to the property where you reside, and various services available to you at or through that property.

SECURITY OF PERSONAL INFORMATION

While Mascia Management takes reasonable steps to secure the information you submit through the Site, no data transmission over the Internet or electronic storage of information can be guaranteed to be 100% secure. Please consider this prior to submitting any information to Mascia Management.

PRIVACY POLICY CHANGES

Because the Site will continue to implement new technologies and improve the services and features Mascia Management provides, this policy is subject to change. Mascia Management reserves the right to alter, modify, update, add to, subtract from or otherwise change this Privacy Policy at any time. We will use your PII in a manner consistent with the Privacy Policy in effect at the time you submitted the information, unless we receive your consent to the new or revised policy.

NON-U.S. RESIDENTS

If You do not reside in the U.S. and are visiting our Site, if You provide Personal Information to us it may be transferred to and processed on computers in the U.S. and other countries. Do not provide Your Personal Information to us if You do not want this information to be transferred outside of Your country, or if the laws in Your country restrict these types of transfers. Instead, please call us at 1-877-6MASCIA or to make your inquiry. Your provision of Personal Information to us will be handled in accordance with this Privacy Policy. Your provision of Personal Information to us through this Site means that you agree to the terms of this Privacy Policy.