

## STARFIRE PRIVACY POLICY

**Effective Date:** December 5, 2008

### About This Notice

This website is operated by RealPage, Inc. (“we” or “us”). This privacy policy (“Privacy Policy”) applies to the information that you provide to us via the [www.starfire.tv](http://www.starfire.tv) website and any pages hereof (the “Website”) where this Privacy Policy appears in the footer.

This Privacy Policy is intended to provide you notice of our information management practices, including the types of information gathered, how it is used and safeguarded, and the degree to which you may control the maintenance and sharing of your information. Your use of the Website or services constitutes acceptance of this Privacy Policy.

This Privacy Policy will be periodically assessed against new technologies and business practices. You are encouraged to review this Privacy Policy regularly as it may change at any time. The effective date of this Privacy Policy and any revised or changed notice may be found on the Website.

### Information Collected About You

In general, you can visit the Website without telling us who you are or without revealing any information about yourself. We will not collect any information about you by means of the Website unless you have provided such information to us voluntarily. For example, certain services may require you to submit specific information in order for those services to function as designated. We may collect information about you such as your name, mailing and services address, telephone number, email address, certain financial information such as your credit card, debit card, or bank account information (“Personal Information”). While this list is not exhaustive, it is designed to illustrate the types of information we are referring to in this Privacy Policy.

We collect Personal Information from the following sources:

- Any information that is provided to us through the completion of the following forms:
  - Service request forms;
  - Any other form necessary to establish or maintain services.
- Any information obtained from your transactions with us or our partners;
- Any information from others that is necessary for us to complete a transaction requested by you; *and*
- Any information that you authorize or otherwise voluntarily provide to us.

The information you provide to us may be used to help us serve you better. We may use it, and disclose it to our partners, for any purpose allowed by law. If you make payments through the Website, we may collect credit card or bank account information necessary to process the payments you intend to make. This information may include card number, card type, and cardholder name, billing address, and expiration date. If you utilize automatic deduction from your bank account to purchase certain services, we collect the information needed to set up the billing and payment for the services that you purchase.

This account information includes the account number, account type, account name, and the ABA routing number of the financial institution where your account resides.

### Access by Children

The Website and services offered by us are limited to adults at the age of 18 or older. We are committed to complying with all applicable laws and regulations regarding Personal Information concerning children under the age of 13, including the Children's Online Privacy Protection Act ("COPPA"). Therefore, we do not knowingly attempt to solicit or collect, maintain, or disclose any Personal Information from a child under 13 without first obtaining consent from that child's parent or legal guardian.

### Security of Personal Information

We take commercially reasonable steps to protect against the loss, misuse, or unauthorized alteration of Personal Information including credit card number collected through the Website. We recognize the importance of security for all Personal Information collected through the Website and other means. We exercise care in providing secure transmission of your information from your web browser to our servers. Once we receive Personal Information, we take the necessary steps to protect its security on our systems. In the event we request or transmit sensitive information such as credit card or bank account information, we use industry standard 128-bit secure-socket-layer ("SSL") encryption. We strictly limit access to Personal Information to those employees who need access in order to carry out their job responsibilities. All employees are prohibited from "browsing" through our files and databases. We train our employees in the application of our need-to-know standard. We periodically audit form compliance with this standard, and we impose penalties for any failure to comply with this standard.

The information you provide to us – whether personal in nature or otherwise – is stored on servers located in the United States. We treat data as an asset that must be protected and use the necessary tools such as encryption, passwords, and physical security to protect your information against unauthorized access and disclosure in accordance with federal regulations. However, third-parties may unlawfully intercept or access transmission or private communications, and other users may abuse or misuse your information that they collect. Therefore, although we make every commercially reasonable attempt to protect your Personal Information and privacy, we do not promise or guarantee that your Personal Information will not be subject to a breach of security or otherwise obtained. In the event of breach of security in which we determine through reasonable investigation that your Personal Information was or is reasonably believed to have been unlawfully obtained or used, we shall notify you consistent with federal and state laws and regulations.

### Cookies

When you visit the Website, we store some information on your computer. This information will be in the form of a "cookie" or similar file and can help us maintain and improve the Website in many ways. A "cookie" is a small amount of data that is transferred to your web browser by a web server and can only be read by the server that gave it to you. It functions as your identification card, recording such things as Internet address, passwords, and preferences. It cannot be executed as code or deliver viruses. This is all done without us knowing your name or other Personal Information. When you visit the Website you are anonymous, unless you chose to identify yourself to us. With most web browsers, you can erase "cookies" from your computer hard drive, block all "cookies", or receive a warning before a "cookie" is

stored. Please refer to the “Help” portion of the browser toolbar to learn more about these functions. The Website will operate properly only if the "cookie" feature of your browser is configured to allow this site to create cookies.

### Control and Access to Personal Information

You have control and access to the personal information you provide to us through the Website. We may need to communicate with you regarding critical messages relating to the services you select (such as service messages, maintenance, or legally mandated notices). In addition, if you provide us with your email address we may use it from time to time to notify you of changes to this Privacy Policy, additional service offerings, confirm transactions, or general information relating to the services. If you do not wish to be contacted by email for non-Service related communications by us, you may unsubscribe using the link provided in the email you receive.

### Onward Transfer

We may disclose information you provide to us to third-parties in order to complete a transaction that you have requested including, but not limited to, the processing of credit or debit card payments. Finally, please note that we may disclose Personal Information when required by law or in the good faith belief that such action is necessary to comply with the law or legal process. This includes:

- If it is necessary for us to respond to subpoenas, court order, or legal process, or to exercise our rights to defend against legal claims.
- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, violations of our agreements with you, or as otherwise required by law.
- Transferring information about you if we are acquired or merged with another company. In this instance, we will notify you before information about you is transferred and becomes subject to a different privacy policy.
- Service providers under contract who assist with the services provided by us.

### Information Retention

We reserve the right to retain Personal Information collected through the Website, or other means, for the length of our business relationship with you. In some cases, however, we may retain the information for a longer period if required to do so by law or regulation.

### Opt Out Policy

The information we collect is not shared, rented, or sold, to non-affiliated third-parties for their marketing or promotional use. Therefore, there is no need to “opt out” from the sharing of your information. However, we may disclose Personal Information to non-affiliated third-parties with whom we contract to perform certain functions or services on our behalf. If we disclose Personal Information to others that perform business services for us, they are required to take appropriate steps to protect this information. And, they may use the information only for the purposes of performing those business services.

### Use of Links

The Website may contain links to third-party websites. These links are provided only as a convenience. The inclusion of any link is not and does not imply an affiliation, sponsorship, endorsement, approval, investigation, verification or monitoring by us of any information contained in any third-party website. In no event will we be responsible for the information contained on that website or your use or inability to use such website. You should also be aware that the privacy policy of such website may differ from that which is applicable to your use of our Website.

### Privacy Concerns; Privacy Policy Changes

If you have any questions or concerns regarding this Privacy Policy, you should first contact us at [privacy@realpage.com](mailto:privacy@realpage.com), or write to us at the following address:

RealPage, Inc.  
Attention: Legal – StarFire Privacy Policy  
4000 International Parkway  
Carrollton, TX 75007

We reserve the right to modify or amend this Privacy Policy at any time and for any reason. All amended terms will automatically take effect thirty (30) days after they are initially made and will be available on the Website. Finally, we may notify you by email of amended terms to this Privacy Policy if you have provided your email address to us.