

# **AMP RESIDENTIAL WEBSITE PRIVACY POLICY**

Last Updated: 4/1/2026

Apartment Management Professionals, LLC (“AMP,” “we,” “our,” or “us”) respects your privacy and is committed to protecting personal information collected through our websites. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit AMP-managed property websites. A list of these websites can be found at the end of this Privacy Policy.

This Privacy Policy applies to website visitors, as well as individuals (such as prospective residents and residents) who choose to access portals or services made available through this website (hereinafter the “Website”). Certain personal information is collected and processed through third-party platforms that AMP uses to operate its leasing, resident engagement, and marketing functions, as described below.

Please read this Privacy Policy carefully. By using and accessing the Website, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not access or use the Website. This privacy policy may change from time to time, so please check it often.

## **AMP Contact Information**

Apartment Management Professionals, LLC  
2944 Fuller Ave., Suite 300, Grand Rapids, MI 49505  
616-608-3010

Email Contact: [privacy@ampresidential.com](mailto:privacy@ampresidential.com)

AMP operates and manages residential properties in Alabama, Florida, Kentucky, Michigan, and Missouri.

## **Information We Collect**

In general, you can visit this website without identifying who you are or revealing any personal information about yourself. Information collected online can generally be categorized as anonymous or personally identifiable. Anonymous information is information that cannot be connected to the identity of a specific individual. Personally identifiable information is information that specifically identifies a particular user, such as name or an email address. An example of anonymous information is the fact that, while this website may record the number of visits to a particular page that occur in a given period of time, it does not necessarily tell us the names or other identifying information of every visitor.

We may collect identifiers and contact information such as name, email address, and phone number, as well as internet, device, and general location information, including IP address, browser type, device information, and cookie data.

If you create an account or submit information through a prospect or resident portal, additional information may be collected by us or our third-party service providers. This may include application data (such as name, email, phone number, mailing address), screening information (e.g. date of birth), payment information (financial account numbers and credit/debit cards), login credentials (username and password), social media handles and related documentation.

We may record or monitor telephone calls and other voice communications with you for quality assurance, training, security, and customer service purposes. By communicating with us via telephone, you acknowledge and consent to the recording and monitoring of such communications, where permitted by applicable law. If you do not wish to have your call recorded, please notify the representative at the beginning of the call or discontinue the call.

### **How We Collect Personal Information**

We collect personal information through:

- contact and inquiry forms submitted through our websites;
- interactions with prospect and resident portals made available through third-party platforms (such as Entrata or RealPage), which may be accessed via links on our websites; and
- cookies and other tracking technologies, including analytics and marketing tools, as described further below.

### **Cookies and Tracking Technologies**

Like many websites, we use cookies and similar technologies to automatically collect certain information about your interaction with our website. Cookies are small data files, typically made up of a string of text and numbers, that assign you a unique identifier. This information enables your computer to have a “dialogue” with our website and permits us to administer our site more efficiently and to provide a more tailored and user-friendly service to you.

#### **Types of Cookies We Use:**

- **Strictly Necessary Cookies:** Required for website functionality, portal access, session management, and security
- **Performance Cookies:** Helps us to measure and improve the performance of our Website
- **Functional Cookies:** Helps us track user preferences and customization
- **Targeting Cookies:** Used for targeted advertising and remarketing campaigns

## **Your Cookie Choices:**

When you first visit our website, you will see a cookie consent banner allowing you to:

- Accept all cookies
- Reject non-essential cookies
- Customize your cookie preferences by category

You can change your cookie preferences at any time through <https://cookiepedia.co.uk/giving-consent-to-cookies> or your browser settings. Rejecting certain cookies may limit website functionality. Most browsers allow you to view, delete, and block cookies through browser settings. You may opt out of Google Analytics at <https://tools.google.com/dlpage/gaoptout/>. You may opt out of third-party advertising at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices) or <http://optout.aboutads.info>.

## **How We Use Personal Information**

When you submit personal information through our Website or through third-party portals made available by us, you understand and agree that the information may be accessed, stored, and used for the purposes described below.

- **Providing Services and Responding to Requests.** We use personal information to respond to inquiries, provide information about our properties and services, and facilitate communications with prospective residents and residents. Certain services, including rental applications, screening, payments, and resident account management, are provided through third-party platforms, and are governed by those providers' processes and terms. Additional information regarding those service providers is described below.
- **Security and Fraud Prevention.** We use personal information as reasonably necessary to protect our websites, systems, and users, including to detect, investigate, or prevent fraudulent, illegal, or malicious activity. Where you create or access an account through a third-party portal, you are responsible for maintaining the confidentiality of your login credentials and should notify the applicable provider if you believe your account has been compromised.
- **Communicating with You.** We use personal information to communicate with you, including to respond to requests, provide customer support, and send marketing or promotional communications where permitted. You may opt out of marketing communications at any time, as described further below.
- **Improving Website Functionality and User Experience.** We use personal information and usage data to operate, maintain, and improve our websites, including to understand how visitors interact with our sites, remember preferences, and optimize performance.

- **Website Analytics (Google Analytics).** We use Google Analytics and similar tools to understand how visitors interact with our websites. These services may collect information such as device and browser details, log and usage data, approximate location information, cookie data, and interaction patterns. Information generated about your use of our websites (including IP address) may be transmitted to and processed by Google. We use this information to analyze website performance and improve content and functionality. For more information, please review Google’s Privacy Policy at <https://policies.google.com/privacy>. You may opt out of Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout/>.
- **Online Tracking.** Our websites do not currently respond to “Do Not Track” signals.

### How Do We Disclose Personal Information?

We do not sell personal information or exchange it for monetary consideration. However, we may disclose personal information for legitimate business and operational purposes, as described below and subject to this Privacy Policy.

- **Service Providers and Platform Providers.** We disclose personal information to trusted third-party service providers as reasonably necessary to operate our websites and to provide leasing, resident engagement, and related services. These providers include website hosting and analytics vendors, as well as prospect and resident portal providers. For example:
  - We use Entrata to help us manage our properties through a portal used by residents and prospective residents, including to process payment transactions, tenant applications, credit screening, and other functionality. This includes its AI leasing assistant ELI + to provide chatbot and leasing assistant functionalities to facilitate communication services. Entrata’s Privacy Policy can be found at <https://legal.entrata.com/privacy-policy/us>
  - We use RealPage to create and manage our property websites and to provide marketing, communications, and lead generation operations. RealPage’s Privacy Policy can be found at <https://www.realpage.com/legal/privacy-policy/>
  - We use ResPage (including its AI leasing assistant ResMate) to provide chatbot and leasing assistant functionalities to facilitate communication services. ResPage’s Privacy Policy can be found at <https://respage.com/privacy-policy/>
  - As mentioned above, we use Google Analytics to understand how users interact with our websites. Google’s Privacy Policy can be found at <https://policies.google.com/privacy>.

Personal information submitted through prospect or resident portals is collected, processed, and stored on the applicable third-party platform in accordance with that provider’s privacy policy and contractual arrangements with AMP. In these circumstances, the platform provider processes personal information on AMP’s behalf or as otherwise described in its

privacy policy. Our service providers are authorized to access and use personal information only as necessary to provide services to us, to support platform functionality, or as otherwise permitted or required by law, and are subject to contractual confidentiality and data protection obligations.

- **Disclosures to Property Owners.** As a property management company, AMP may manage properties on behalf of third-party property owners. In the course of providing leasing and resident services, we may share personal information with the owners of the properties we manage, as necessary to fulfill contractual obligations, comply with legal requirements, or support property operations.
- **Legal and Safety Disclosures.** We may disclose personal information if required to do so by law, regulation, court order, or other legal process, including in response to lawful requests from law enforcement or governmental authorities. We may also disclose information where we believe in good faith that disclosure is necessary to protect the rights, property, or safety of AMP, our personnel, our residents, our resident prospects, or others, or to investigate or prevent fraud or security issues.
- **Consent or Direction.** We may disclose personal information to third parties if you direct, request, or otherwise consent to such disclosure, including through your interactions with third-party platforms or services made available through our websites.
- **Business Transfers.** If AMP is involved in a merger, acquisition, reorganization, sale of assets, or similar business transaction, personal information may be disclosed or transferred as part of that transaction. In such event, personal information will remain subject to the protections of this Privacy Policy, unless and until it is updated.
- **Professional Advisors.** We may disclose personal information to our attorneys, accountants, auditors, and other professional advisors as necessary to obtain advice or protect our legal interests.
- **Affiliates.** We reserve the right to disclose and transfer all collected information to our parent and subsidiary companies.

## Your Rights and Choices

Your use of our Website is governed by and construed in accordance with the laws of the State of Michigan, without regard to conflict-of-law principles. Depending on your state of residence, you may have certain rights relating to your personal information under applicable U.S. state privacy laws.

### Your Rights

Subject to applicable law, you may have the right to:

- Request access to personal information we maintain about you;

- Request a copy of your personal information in a portable and readily usable format;
- Request correction of inaccurate or incomplete personal information;
- Request deletion of personal information, subject to legal and business retention requirements;
- Opt out of marketing communications (e.g., emails), as described further below; and
- Opt out of the processing of your personal information for purposes of targeted advertising or profiling.

To submit a request to exercise any of the above rights, please contact us using the contact information provided at the top of this Privacy Policy. We will review and respond to requests in accordance with applicable law. In some cases we may need to verify your identity before fulfilling your request. We will not discriminate against you for exercising any of these rights. If we cannot honor your request, we will explain why and provide instructions on how you can appeal our decision.

### **Important Notes Regarding Your Rights.**

Personal information collected through third party portals may require submission of requests directly through those platforms.

We may retain certain information to comply with legal obligations, resolve disputes, and enforce our agreements.

Some rights may not apply to information processed for specific purposes (e.g., fraud prevention, legal compliance).

### **Limiting Use of Information**

Website visitors may request that their information not be used for purposes other than those for which it was originally collected by contacting us by using the contact information provided above.

### **International Users**

Our Website is operated in the United States. If you access our Website from outside the United States, please be aware that your information may be transferred to, processed, and stored in the United States, where data protection laws may differ from those in your country of residence. By using our websites, you acknowledge and understand this transfer and processing.

### **Opt-Out of Marketing Emails**

We may send you marketing or promotional email communications. You may opt out of receiving marketing emails at any time by using the “unsubscribe” link included in our emails or by contacting us using the above contact information indicating that you do not wish to receive marketing communications.

If you opt out of marketing communications, we may still send you non-promotional emails, such as responses to inquiries or administrative or transactional messages related to your interactions with us or with third-party portals you choose to use.

### **Artificial Intelligence and Chatbot Usage**

We use artificial intelligence (AI) technology to operate a chatbot feature on the Website to assist with inquiries, provide property information, and improve user experience. When you interact with our chatbot:

- You are communicating with an automated AI system, not a human representative.
- The chatbot may collect your name, contact information, and the content of your messages.
- Information collected through the chatbot is used to respond to inquiries, improve our services, and may be shared with our property management platforms for lead management and customer support.
- No automated decisions affecting your tenancy, credit, or application status are made solely by AI without human review.
- You may request to speak with a human representative at any time.

For questions about our AI systems, please contact us using the information at the top of this Privacy Policy.

### **Security and Data Retention**

We take reasonable administrative, technical, and physical measures to protect personal information collected through our websites. These measures may include secure servers, encryption, access controls, and other safeguards designed to protect information from unauthorized access, use, or disclosure. We maintain internal processes to address and investigate suspected security incidents.

Please note that no method of transmission over the internet or method of electronic storage is completely secure. While we strive to protect personal information, we cannot guarantee absolute security. You should avoid transmitting sensitive or confidential information to us through unsecured communication channels.

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, to comply with legal obligations, and to meet legitimate business needs. Personal information collected or processed through third-party prospect or resident portals is retained in accordance with the retention practices of the applicable third-party platform (such as Entrata or RealPage), subject to their policies and applicable law.

### **Children's Privacy**

Our Website is not directed to children under the age of 18, and we do not knowingly collect personal information from children under 18.

## Notices

You agree that we may contact you via email to notify you of updates, changes, and notifications required by applicable law.

## Scope of this Privacy Policy

This Privacy Policy applies to all AMP-managed property websites, including without limitation 43northApartment.com, 81westApartment.com, 83westapartmenthomes.com, 83westApartment.com, 83westtownhomes.com, ambertonfl.com, ampresidential.com, ampresidentialvivapalmcoast.com, aspenlakesApartment.com, aspenlakesapts.com, capeatsavona.com, capeatsavonapoint.com, centralparklife.com, centralparkplaceapts.com, chapelridgetownhomes.com, charlottecommonsapts.com, flatsonfifthlouisville.com, kentuckytowers.com, leaseravinia.com, liveriverfrontdetroit.com, livevivaflorida.com, livevivanewsmyrna.com, livevivapalmcoast.com, movetoreserveatbrookhollow.com, mynewsmyrnabeachapartment.com, mynewsmyrnabeachrental.com, myrunawaybay.com, raviniahomes.com, raviniarentalhomes.com, raviniasaintlucie.com, raviniastlucie.com, reserveatbrookhollow.com, riverclubApartmentmi.com, riverclubholland.com, silverbrookevilla.com, somersetparkliving.com, springbrookApartment.com, thecapeatsavona.com, thecapeatsavonapoint.com, theflatsonfifthlouisville.com, thehavenatgrandlanding.com, thevalleyApartment.com, timberviewApartment.com, vivaApartmenttl.com, vivaApartmentnewsmyrna.com, vivaApartmentpalmcoast.com, vivaApartmenttreasurecoast.com, vivacommunitiesfl.com, vivacommunitiesnewsmyrna.com, vivacommunitiespalmcoast.com, vivacommunitiestreasurecoast.com, vivativiflorida.com, woodbrookgardendale.com, wyndhamApartment.com.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on the Website.