

Effective Date: 09/01/2024

At **The Ellington**, we prioritize your privacy and are committed to safeguarding your personal information. This privacy policy explains how we collect, use, and protect your information when you visit our website, interact with us, or reside at our property in Searcy, AR.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, mailing address, date of birth, and identification documents.
- **Financial Information:** Payment details, rental history, and credit history as part of the leasing process.
- **Usage Information:** Information about your interactions with our website, including cookies, IP addresses, and browsing history.
- **Property Access Information:** Entry and exit records (if applicable), parking details, and security footage from public areas.
- **Communication Preferences:** Details of any communications between you and our staff, including maintenance requests and feedback.

2. How We Use Your Information

We use the information we collect to:

- Process rental applications and manage your lease agreement.
- Provide services such as maintenance and support.
- Communicate important notices related to your lease and property updates.
- Ensure the safety and security of residents and the property.
- Improve our services and enhance resident satisfaction.
- Comply with legal obligations.

3. How We Protect Your Information

We implement industry-standard measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include secure servers, encryption, firewalls, and access controls.

4. Sharing of Information

We do not sell or rent your personal information to third parties. We may share your information with trusted third parties in the following situations:

- With service providers who assist with property management, payment processing, or maintenance.
- When required by law, such as in response to a court order or subpoena.

- In the event of an emergency where the safety of residents or the property is at risk.

5. Resident Rights

As a resident of **The Ellington**, you have the right to:

- Access, update, or correct your personal information.
- Request that we delete your personal information, subject to legal retention requirements.
- Opt out of receiving non-essential communications.

6. Cookies and Tracking

Our website uses cookies to enhance your browsing experience and gather statistical data about site usage. You may modify your browser settings to block cookies, but this may impact your ability to use certain features of our website.

7. Changes to This Policy

We may update this privacy policy from time to time to reflect changes in our practices or legal requirements. We will notify you of significant updates through our website or by email.

8. Contact Us

If you have any questions about this privacy policy or your personal information, please contact us at:

The Ellington

Searcy, AR 72143

Phone: (501) 388-5895

Email: leasing@exploretheellington.com