

SKB MANAGEMENT INCORPORATED
PRIVACY POLICY

SKB MANAGEMENT INCORPORATED (“WE,” “OUR,” OR “US”) WELCOMES YOU TO ITS WEBSITE!

Your privacy is important to us and we seek to provide a safe and secure experience for you. We developed this Privacy Policy so you know how we collect, use, disclose, transfer and store your information through our website. This Privacy Policy together with the Terms and Conditions govern your use of our website and our collection and use of your information.

By accessing, using or browsing our website or filling out a rental application through our website, you signify your acceptance of this Privacy Policy. Please read this Privacy Policy to familiarize yourself with our privacy practices. If you disagree with how we collect and process personal information, do not use our website or rental application.

This Privacy Policy and the Terms and Conditions, may be changed at any time at our sole discretion and without notice to you. Your continued access and use of our website constitutes your acceptance of any such modifications. It is your responsibility to periodically review this privacy policy and our terms and conditions.

1. Type of Information Collected.

When you fill out a rental application through our website, we may collect a variety of information from you, which depending on the circumstances may include your current and former names, birth date, mailing address, telephone number, email address, credit card numbers, driver’s license number, social security number, former and current employer information, income information, marital status and other personally-identifying information that is not otherwise publicly available (collectively, the “Information”).

We may also collect information which does not reveal your specific identity or does not directly relate to an individual, such as: browser and device information, information collected through Cookies (as further described below), Web Beacons (as further described below) and other technologies, or through third parties using similar technologies, and other aggregated information (collectively, the “Other Information”).

- a. Cookies.** We use “cookies” to customize your experience with our website, completion of a rental application and services, and to store your information so you do not have to re-enter them each time you visit our website or access the rental application and/or services. When you access our website, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your computer. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our website. Persistent cookies can be removed. Please review your web browser “Help” file to learn the proper way to modify your cookie settings.
- b. Web Beacons.** We also use “web beacons” to collect information about your use of our website, websites of third parties, and our services. Web beacons are tiny graphic image files embedded in a web page or email that provide a presence on the web page or email and send back to its home server information from the user’s browser. The information collected by web beacons allows us to statistically monitor how many people are using our website.

(The Personal Information and Other Information collectively hereinafter are referred to as the “Information”).

2. How We Collect the Information.

The Information is collected from you when you use our website and/or fill out a rental application.

The Information collected by us may be stored and processed in the United States in accordance with the laws of the United States, or in other applicable jurisdictions. By using our website and submitting the Information to us, you expressly consent to the storage and processing of the Information in the United States in accordance with the laws of the United States, or in other applicable jurisdictions.

We may combine the Information and any other information we collect through our website or offline with information that we obtain from our affiliates, suppliers, vendors, merchants, licensors, partners or sponsors, and other sources (e.g., offline records or publicly available information). All information obtained will be treated as if it were the Information.

3. How We Use the Information Collected.

We may use the Information for the following purposes:

- a. **Communications.** We may communicate with you, such as to contact you regarding your rental application or to give you important information about our services.
- b. **Customer Support.** When you interact with our customer support representatives via email, telephone or in person, we may collect Information relevant to the situation, such as your name, mailing address, phone number, email address and contact preferences; and information about your rental application. We use this information to provide you with customer support.
- c. **Security Measures.** All of the Information will be and is protected by encryption using secure socket layer technology (SSL). The encryption will make it difficult for your information to be stolen or intercepted. In addition, the Information is protected by the latest version of Joomla Platform and third party components. The third party components are audited and updated on a monthly basis, if necessary.
- d. **Other.** We may communicate with you: (i) to alert you to new features, terms and services; (ii) to send emails or newsletters and to provide you with personalized content in the newsletters; (iii) to monitor and analyze information regarding your browsing and viewing preferences; (iv) to analyze our users' demographics and interest; (v) to improve our website; (vi) to enforce the Terms and Conditions; (vii) for the purposes of which you provided the Information; (viii) to monitor site usage; and (ix) to notify you of updates to our website.

4. Disclosure of Information.

- a. **Affiliated Entities.** We may share the Information with our affiliates worldwide for the purposes described in this Privacy Policy. Our affiliates are required to protect the Information in a manner consistent with this Privacy Policy.
- b. **Service Providers.** We may use third party service providers to help us operate our business and website or administer activities on our behalf, such as providing web site hosting, maintenance and security services. We may share the Information with these third parties to enable them to perform any such services. We require that these parties process such information in compliance with this Privacy Policy, we authorize only a limited use of such Information, and we require these parties to use reasonable confidentiality measures.
- c. **Other Disclosures.** By completing the application, you authorize us to use and disclose the information provided by you for purposes of: verifying the information provided; contacting employers and former landlords; contacting references; investigating your credit; obtaining background checks; and other verification and investigation purposes according to our rental process. Additionally, we may use and disclose the Information about you as we believe necessary or appropriate: (i) under applicable law or regulation, including laws or regulations outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public authorities and law enforcement officials, including officials outside your country of residence; (iv) to assist or support theft investigations involving products, services or property, (v) to enforce any of these Terms and Conditions or policies; (vi) to protect our operations or those of any of our affiliates and subsidiaries; (vii) to protect the rights, privacy, our safety or property, its affiliates and subsidiaries, you, or others; or (viii) to permit us to pursue available remedies or limit the damages that we may sustain.

- d. Assignment.** We may disclose and/or transfer any of the Information to an affiliate, a subsidiary, or a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or membership units. In addition, in the event we become the subject of an insolvency proceeding, whether voluntary or involuntary, we or our liquidator, administrator or receiver may sell, license or otherwise dispose of such information in a transaction approved by the Court.

5. Links and Third Parties' Privacy Practices.

Our website may contain links to other sites that are not operated by us. These linked sites are not under our control and we are not responsible for the privacy practices or the content of any linked sites. If you provide any Information through any third-party sites, your transaction will occur on the third party's site and the information you provide will be collected by, and controlled by, the privacy policy of that third party. **WE ARE NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OR THE CONTENT OF THIRD PARTY WEB SITES OR THIRD PARTY APPLICATIONS.** We recommend you review the Privacy Policy of any third parties.

6. Protection of Information.

We will take reasonable security measures to help protect against loss, misuse, unauthorized access, and unauthorized disclosure or alteration of the Information under our control. The transmission of information you provide to us during the registration processes is encrypted using secure socket layer technology (SSL). If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with Paragraph 11 below.

No data transmission over the Internet or any wireless network can be guaranteed to be perfectly secure. As a result, while we strive to protect your Information, we cannot ensure or guarantee the security of any information you transmit to us, and you do so at your own risk.

7. Your Choices Regarding Marketing Correspondence.

We will not share the Information with third parties (other than our affiliates) for the third parties' marketing purposes unless you opt-in if and when we give you the opportunity to do so. We and our affiliates may use the Information to send you marketing-related correspondence (including emails) related to our services unless you opt-out of receiving them. To opt-out of receiving marketing-related correspondence from us and our affiliates, or to withdraw your previously given consent for us to share any of the Information about you with third parties for the third parties' marketing purposes, please email us at holly@skbmanagement.com. Please tell us whether you are opting out of receiving marketing-related correspondence from us and our affiliates and/or withdrawing your previously given consent to share any of the Information with third parties for their marketing purposes.

8. Use of our Website, Rental Application and Services.

Our website, rental application and the services offered therein, are not directed to individuals under the age of eighteen (18), and we request that individuals under eighteen (18) not provide Information to us through our website. If we learn that we have collected Information of a child under eighteen (18), we will take steps to delete the information as soon as possible.

9. Updates to this Privacy Policy.

We may change this Privacy Policy from time to time as we update our rental application, add new services, as we improve our current offerings, and as technologies and laws change.

Any changes will become effective upon our posting of the revised Privacy Policy on our website and will be reflected by a "Last Modified" date below. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice may be provided by email, by posting notice of

the changes on our website or by other means prior to the change becoming effective, consistent with applicable laws.

10. Retention of Information

We will retain the Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

11. Reviewing/Correcting/Updating/Deleting Information; Data Integrity.

We take reasonable steps to ensure that the Information we collect from you is accurate, complete, and current. You may request access and request that erroneous or inaccurate Information be updated. You may also request that your Information be deleted. Consistent with applicable law, we will respond promptly to your requests and in any event within thirty (30) days. For your protection, we may only implement requests with respect to the Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We may decline to process requests that jeopardize the privacy of others, are extremely impractical, or would cause us to take any action that is not permissible under applicable laws. Please note that we may need to retain certain information for recordkeeping purposes, and there may also be residual information that will remain in our databases and other records, which will not be removed.

Questions, access, correction or deletion requests can be made as follows:

Email: holly@skbmanagement.com

Mail: 801 Heritage Road, Suite A, De Pere, Wisconsin 54115

Last Modified: 6/2017

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