

Overview

Upscale Properties privacy statement recognizes the value of privacy of its community members.

This privacy notice provides more specific information on how pscale Properties text messaging service collects and processes your personal information.

Scope

The notice applies to our practices for gathering and disseminating information related to Upscale Properties text messaging service (“we”, “us”, or “our”) and is meant to provide you an overview of our practices when collecting and processing personal information.

How We Collect Information

We collect personal information in the following circumstances:

- *Direct Collection*, when you provide information by responding to text messages.
- *From Upscale Properties sources*, when we import your contact information from applications, emails, etc
- *When we ask you for consent via phone, text, and/or email.*

What Type of Information We Collect

Direct Collection

We directly collect the following personal information:

- Opt-out preferences
- Content of your text message responses to us.

Collection from Upscale Properties Sources

We import personal information from UPSCALE PROPERTIES systems and sources. The information includes:

- First and last name
- Phone number.

How This Information Is Used

We use the personal information we collect to communicate with you regarding Upscale Properties operations and services, such as:

- **Application status**, to let you know of your application status for a rental property.
- **Maintenance Update**, to let you know of how your maintenance ticket is being handled and who is being sent to your property
- **Updates**, to keep you informed of important information regarding Upscale Properties.
- **Weather Updates**, to let you know of any serious weather issues that could affect your dwelling and how to protect against it.
- **Account Balance**, to let you know of your account balance, if there is a delinquent amount.

With Whom This Information Is Shared

We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with partners or external service providers that support business activities (such as HVAC, plumbing, electrical, and contracting vendors to service your dwelling).

We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf.

We may also share your personal information when required by law, or when we believe sharing will help to protect the safety, property, or rights of the community.

What Choices You Can Make About Your Information

If you wish to unsubscribe from text messages, you can reply with words, such as 'cancel', 'end', 'quit', 'unsubscribe', 'stop', or 'stop all' and you will no longer receive messages.

If you wish to re-subscribe, reply with words, such as 'start', 'yes', or 'unstop'.

Unsubscribing will not remove your information from source UPSCALE PROPERTIES systems.

How Information Is Secured

Upscale Properties recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. Upscale Properties strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

Privacy Notice Changes

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.

Who to Contact With Questions or Concerns

If you have any concerns or questions about how your personal data is used, please contact Upscale Properties Privacy Office at Michael.wang.realtor@gmail.com or 859.309.1314 or 501 Darby Creek #15, Lexington, KY 40509