

PRIVACY POLICY

Last updated May 27, 2025

This Privacy Notice for Perched Property Management LLC (“we,” “us,” or “our”) describes how and why we might access, collect, store, use, and/ or share (“process”) your personal information when you use our services (“Services”), including when you:

- Visit our website at <http://www.perchedpropertymanagement.com>, or any website of ours that links to this Privacy Notice.
- Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our services. If you still have any questions or concerns, please contact us at sarah@perchedpm.com.

1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us.

We collect personal information that you voluntarily provide to us when you express an interest in applying for one of our managed properties or when seeking management services.

PERSONAL INFORMATION

The personal information we collect may include the following:

- Names
- Phone Numbers
- Email addresses
- Mailing addresses
- Contact preferences
- Protected classification characteristics under state and federal law

SENSITIVE INFORMATION

When necessary, with your consent or as otherwise permitted by applicable law, we process the following categories of sensitive information:

- Financial data
- Credit worthiness
- Social security numbers or government identifiers
- Protected classification characteristics under state and federal law
- Account login information, citizenship or immigration status, contents of email or text messages, debit or credit card numbers, and driver’s licenses

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information. We do not collect or process sensitive personal information for the purpose of inferring characteristics about you or for decision making purposes.

INFORMATION AUTOMATICALLY COLLECTED

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services and for our internal analytics and reporting purposes.

INFORMATION COLLECTED FROM OTHER SOURCES

In order to enhance our ability to provide relevant marketing, offers, and services to you and update our records, we may obtain information about you from other sources, such as public databases, joint marketing partners, affiliate programs, data providers, and from other third parties. This information includes mailing addresses, job titles, email addresses, phone numbers, intent data, Internet Protocol (IP) addresses, social media profiles, social media URLs, and custom profiles, for purposes of targeted advertising and event promotion.

HOW DO WE PROCESS YOUR INFORMATION?

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- To deliver and facilitate delivery of services to the user.
- To respond to user inquiries/ offer support to users.
- To fulfill and manage processing applications.
- To post testimonials.
- To comply with our legal obligations.

WHEN AND WITH WHOM WE SHARE YOUR PERSONAL INFORMATION?

- We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- We may share your information with our affiliates, in which case those affiliates will be required to honor this Privacy Notice. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- We may share your information with our business partners to offer you certain products. Services, or promotions.

DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We may use cookies and similar tracking technologies to gather information when you interact with our Services. Some online tracking technologies help us maintain the security of our Services, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your information as long as necessary to fulfill the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law. No purpose of this notice will require your personal information for longer than 3-7 years, per Virginia Licensing Law.

We will always securely store your personal information and isolate it from any further processing until deletion is possible.

HOW DO WE KEEP YOUR INFORMATION SAFE?

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic submission over the internet or information storage technology can be guaranteed 100% secure. We cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

DO WE COLLECT INFORMATION FROM MINORS?

We do not knowingly solicit data from or market to minors, nor do we knowingly sell such personal information. However, in order to comply with the Virginia Residential Landlord Tenant Act and other information required to accurately write leases, some information about minors may be required to report. This information may include names, birthdates, and social security numbers or resident minors.

WHAT ARE YOUR PRIVACY RIGHTS?

You may review, change, or terminate your account at any time, depending on Virginia state law. If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time by contacting the Managing Broker.

YOUR RIGHTS

- Right to know whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request the deletion of personal data, except per state law.
- Right to obtain a copy of the personal data your previously shares with us
- Right to non-discrimination for exercising your rights
- Right to opt-out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.

HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have any questions or concerns about this notice, you may email us at sarah@perchedpm.com or contact us by post at:

Perched Property Management LLC
530 Princess Anne St
Fredericksburg VA 22401