

Axia Residential Website Privacy Policy

Effective Date: April 29, 2026

Last Updated: May 20, 2026

Axia Residential, including its affiliated entities, managed communities, property owners, and service providers acting on our behalf, respects your privacy and is committed to protecting the personal information you share with us.

This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit www.AxiaRes.com, visit Axia-managed community websites, interact with our communities, submit online forms, apply for housing, apply for employment, communicate with us by phone, email, chat, or text message, or otherwise interact with Axia online or offline.

This Privacy Policy applies to information collected through Axia's corporate website, Axia-managed community websites, advertising and marketing platforms, guest cards, leasing inquiries, resident communications, SMS/text messaging programs, online forms, employment applications, vendor communications, and other digital tools used by Axia or its managed communities.

This Privacy Policy is intended to provide clear notice of our privacy practices. It does not create contractual rights beyond those required by applicable law.

1. Information We Collect

We may collect personal information directly from you, automatically through our websites and digital tools, from our property management systems, from third-party service providers, and from other lawful sources.

Information You Provide to Us

Depending on how you interact with Axia, we may collect:

- Name
- Email address
- Phone number
- Mobile phone number
- Mailing address
- Preferred community or property

- Leasing preferences
- Tour requests
- Guest card information
- Rental application information
- Employment application information
- Vendor or business contact information
- Communications with our team, including emails, calls, texts, chats, online inquiries, and service requests
- Any other information you choose to provide

Resident, Prospect, Applicant, and Leasing Information

If you are a prospective resident, applicant, resident, guarantor, occupant, emergency contact, authorized representative, or other individual connected to a leasing or resident matter, we may collect information needed to respond to inquiries, schedule tours, process applications, manage leasing, administer resident services, communicate about your account, provide maintenance support, and operate our communities.

This may include information submitted through third-party leasing, screening, payment, maintenance, insurance, communications, CRM, marketing, reputation-management, social-media, advertising, or property management platforms used by Axia or its managed communities.

Automatically Collected Information

When you visit our websites or interact with our digital tools, we may automatically collect:

- IP address
- Browser type
- Device type
- Operating system
- Pages viewed
- Date and time of visit
- Referring website

- General location information
- Cookie identifiers
- Advertising identifiers
- Usage data and analytics information
- Other usage data collected through cookies, pixels, tags, analytics tools, or similar technologies

2. How We Use Personal Information

We may use personal information for the following purposes:

- Responding to inquiries and requests
- Providing information about Axia communities, availability, pricing, tours, applications, and resident services
- Communicating with prospects, applicants, residents, vendors, employees, and business contacts
- Scheduling tours, follow-ups, appointments, and service communications
- Processing rental applications and employment applications
- Managing leasing, resident relations, property operations, maintenance, payments, and account administration
- Sending service-related, transactional, operational, or account communications
- Sending marketing communications where permitted by law and with appropriate consent where required
- Managing online reputation, reviews, social-media interactions, and local listings
- Improving our websites, advertising, marketing, leasing, and user experience
- Measuring website traffic, lead sources, marketing performance, and campaign effectiveness
- Maintaining security and preventing fraud
- Complying with applicable laws, regulations, subpoenas, legal processes, and fair housing obligations
- Enforcing our agreements, policies, and legal rights

- Supporting business operations, reporting, audits, accounting, insurance, lender reporting, and risk management

3. SMS/Text Messaging

Axia and its managed communities may offer SMS/text messaging for leasing, resident communications, marketing, appointment reminders, tour scheduling, maintenance updates, account-related notices, renewal reminders, community announcements, and other property-related communications.

By providing your mobile phone number and opting in to receive text messages, you consent to receive text messages from Axia, its managed communities, and service providers acting on our behalf, including third-party communication, marketing, and SMS platforms. Message frequency may vary. Message and data rates may apply.

You may opt out of text messages at any time by replying **STOP** to a text message you receive from us, or by contacting us using the information below. After you opt out, you may receive a confirmation message. You may also reply **HELP** for assistance where available.

Consent to receive marketing text messages is not a condition of purchasing or renting any property, goods, or services.

Axia does not sell, rent, or share mobile phone numbers, SMS opt-in data, or SMS consent information with third parties or affiliates for their own marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties except service providers that support Axia's text messaging program.

We may share mobile phone numbers and SMS-related information with service providers that help us send, manage, deliver, document, or support our text messaging program, but only for those business purposes and subject to applicable contractual obligations.

4. Cookies and Tracking Technologies

We may use cookies, pixels, tags, analytics tools, advertising technologies, and similar tools to operate our websites, remember preferences, analyze website traffic, measure marketing performance, improve our services, and provide relevant content.

These technologies may be provided by Axia or by third-party service providers, including website, analytics, advertising, CRM, property management, communication, and marketing platforms.

You may adjust cookie settings through your browser. Disabling cookies may affect website functionality. Some browsers and devices may allow you to send opt-out preference signals,

such as Global Privacy Control. Where required by applicable law, we will honor legally recognized opt-out preference signals.

5. How We Share Personal Information

We may disclose personal information to the following categories of recipients:

- Axia affiliates, related entities, managed communities, and property owners
- Property management, leasing, CRM, communications, SMS/text messaging, marketing, advertising, reputation-management, social-media, analytics, payment, screening, insurance, accounting, maintenance, and resident-service platforms
- Service providers and vendors who assist with operating our websites, communities, marketing programs, leasing processes, resident services, and business operations
- Marketing and advertising partners, where permitted by law
- Contractors, consultants, and professional advisors
- Attorneys, auditors, accountants, insurers, lenders, and other business advisors
- Government agencies, regulators, courts, or law enforcement when required or permitted by law
- Successors or parties involved in a merger, acquisition, financing, restructuring, sale, or transfer of assets
- Other parties with your consent or at your direction

We require service providers to use personal information only for the services they provide to us or as otherwise permitted by law.

Notwithstanding anything in this Privacy Policy, mobile phone numbers, SMS opt-in data, and SMS consent information will not be shared with third parties or affiliates for their own marketing or promotional purposes.

6. Marketing, Communication, and SMS Platforms

Axia may use third-party platforms and service providers to support marketing, local listings, social media, reputation management, lead management, analytics, customer engagement, leasing communications, resident communications, and SMS/text messaging.

These providers may process personal information on Axia's behalf to help us communicate with prospects, applicants, residents, and other contacts; manage inquiries; respond to reviews

or messages; analyze engagement; support advertising or marketing campaigns; and deliver, manage, document, or support SMS/text communications.

These service providers may process information pursuant to their own terms, privacy notices, data processing agreements, and security practices, as applicable.

Axia does not authorize any third-party communication, marketing, or SMS service provider to use mobile phone numbers, SMS opt-in data, or SMS consent information for its own independent marketing or promotional purposes.

7. Sale or Sharing of Personal Information

Axia does not sell personal information for monetary compensation.

Certain analytics, advertising, or tracking technologies may be considered a “sale” or “sharing” of personal information under some state privacy laws, including California law, depending on how those laws apply. Where required, Axia will provide a method to opt out of such sale or sharing.

We do not knowingly sell or share personal information of individuals under 16 years of age.

8. Third-Party Websites and Services

Our websites may link to third-party websites, platforms, or services. This Privacy Policy does not apply to third-party websites or services that Axia does not control. We encourage you to review the privacy policies of those third parties.

Our websites and digital tools may use services such as analytics, advertising, CRM, property management, leasing, payment, screening, insurance, communications, reputation-management, social-media, and SMS/text messaging platforms. These providers may collect information according to their own privacy policies and contractual obligations.

9. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, platform, transmission, or storage system is completely secure. We cannot guarantee absolute security of information transmitted to or stored by us.

10. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, enforce agreements, maintain business records, support property operations, and satisfy accounting, reporting, insurance, regulatory, and risk-management requirements.

Retention periods may vary depending on the type of information, the nature of our relationship with you, the applicable property or community, legal requirements, and operational needs.

11. Fair Housing and Equal Opportunity

Axia is committed to complying with applicable fair housing, equal opportunity, and anti-discrimination laws. Personal information is not used to unlawfully discriminate against any person based on protected status.

Information collected during leasing, application, resident, marketing, or communication interactions may be used for legitimate business, operational, compliance, safety, and property-management purposes, including responding to inquiries, processing applications, managing resident services, documenting communications, and complying with fair housing and other legal obligations.

12. Your Privacy Rights

Depending on your state of residence and applicable law, you may have certain privacy rights, including the right to:

- Know what categories of personal information we collect, use, disclose, sell, or share
- Request access to personal information we maintain about you
- Request correction of inaccurate personal information
- Request deletion of personal information, subject to legal exceptions
- Opt out of certain sales or sharing of personal information
- Limit certain uses of sensitive personal information, where applicable
- Not be discriminated against for exercising privacy rights

These rights vary by state and may be subject to limitations, exceptions, verification requirements, and applicability thresholds. California law provides rights relating to access, deletion, opt-out of sale or sharing, correction, limiting certain sensitive personal information uses, and non-discrimination. Tennessee's Information Protection Act took effect July 1, 2025. Alabama's state privacy law is scheduled to take effect May 1, 2027.

To exercise these rights, please contact us using the information below. We may need to verify your identity before processing certain requests. Authorized agents may submit requests where permitted by law, subject to verification and proof of authority.

13. State-Specific Privacy Notice

Certain state privacy laws may require specific disclosures for residents of those states if the law applies to Axia based on applicable thresholds, data practices, and business operations.

During the past 12 months, Axia may have collected the following categories of personal information:

- Identifiers, such as name, address, email address, phone number, mobile phone number, IP address, and online identifiers
- Customer records information, such as contact information, leasing-related information, and account-related information
- Commercial information, such as leasing inquiries, resident account information, service requests, transaction-related information, and communication history
- Internet or electronic network activity, such as website usage, browser information, device information, and interactions with our websites, ads, emails, texts, or online platforms
- Geolocation information, such as general location derived from IP address or device information
- Professional or employment-related information, if you apply for employment or communicate with us in a business capacity
- Inferences, such as preferences or interests drawn from website activity, leasing inquiries, marketing interactions, or communications with our communities
- Sensitive personal information, only where necessary and permitted, such as information required for housing, employment, compliance, payment, or account administration purposes

We collect and use these categories of information for the purposes described in this Privacy Policy, including leasing, resident services, employment, vendor management, marketing, communications, property operations, compliance, security, fraud prevention, and business administration.

Axia does not use sensitive personal information for purposes that would require a right to limit or opt out unless we provide the required notice and opportunity to exercise that right.

14. Children's Privacy

Our websites and services are not directed to children under 13 years of age. We do not knowingly collect personal information from children under 13 through our websites. If we

learn that we have collected personal information from a child under 13 without appropriate consent, we will take reasonable steps to delete it.

15. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the “Last Updated” date above. Material changes will be posted on this page or otherwise communicated as required by law.

16. Contact Us

If you have questions about this Privacy Policy or would like to exercise privacy rights, please contact us:

Axia Residential

400 Galleria Parkway SE, Suite 1720
Atlanta, GA 30339

Email: info@axiares.com

Phone: **949-748-1176**