

# Privacy Policy

**Last updated: March 10, 2026**

This Privacy Policy describes Our policies and procedures on the collection, use, and disclosure of Your information when You use the Service and explains Your privacy rights and how the law protects You.

We use Your Personal Data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

## INTERPRETATION AND DEFINITIONS

### Interpretation

The words whose initial letters are capitalized have meanings defined under the following conditions. The following definitions have the same meaning whether they appear in singular or plural.

### Definitions

For the purposes of this Privacy Policy:

**Account** means a unique account created for You to access our Service or parts of our Service.

**Affiliate** means an entity that controls, is controlled by, or is under common control with a party, where “control” means ownership of 50% or more of the shares, equity interest, or other securities entitled to vote for election of directors or other managing authority.

**Company** (referred to as “the Company,” “We,” “Us,” or “Our” in this Privacy Policy) refers to **Riverbend Apartments, 1032 Sycamore Rd, Graham, NC 27253**.

**Cookies** are small files placed on Your computer, mobile device, or any other device by a website, containing details of Your browsing history on that website among its many uses.

**Country** refers to North Carolina, United States.

**Device** means any device that can access the Service such as a computer, cell phone, or digital tablet.

**Personal Data** (or “Personal Information”) means any information that relates to an identified or identifiable individual. We use “Personal Data” and “Personal Information” interchangeably unless a law uses a specific term.

**Service** refers to the Website.

**Service Provider** means any natural or legal person who processes data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, provide the Service on behalf of the Company, perform services related to the Service, or assist the Company in analyzing how the Service is used.

**Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Website** refers to **Riverbend Apartments**, accessible from <https://www.riverbendaptliving.com>

**You** means the individual accessing or using the Service, or the company or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

## **COLLECTING AND USING YOUR PERSONAL DATA**

### **Types of Data Collected**

#### **Personal Data**

While using Our Service, We may ask You to provide certain personally identifiable information that can be used to contact or identify You. This may include, but is not limited to:

- Email address
- First name and last name
- Phone number

#### **Usage Data**

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device’s Internet Protocol address (IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, time spent on those pages, unique device identifiers, and other diagnostic data.

When You access the Service through a mobile device, We may automatically collect certain information including the type of mobile device You use, unique device ID, IP address, mobile operating system, type of mobile browser, and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service.

## **TRACKING TECHNOLOGIES AND COOKIES**

We use Cookies and similar tracking technologies to track activity on Our Service and store certain information. These technologies may include beacons, tags, and scripts to collect and analyze information.

Cookies may be “**Persistent**” or “**Session**” Cookies. Persistent Cookies remain on Your device when You go offline. Session Cookies are deleted once You close Your browser.

Where required by law, we use non-essential cookies (such as analytics, advertising, and remarketing cookies) only with Your consent. You may withdraw or change Your consent at any time using available cookie tools or browser settings.

### **Types of Cookies We Use**

#### **Necessary / Essential Cookies**

Type: Session Cookies

Purpose: Required to provide services through the Website and enable certain features.

#### **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Purpose: Identify whether users have accepted cookie usage.

#### **Functionality Cookies**

Type: Persistent Cookies

Purpose: Remember choices You make, such as login details or language preferences, to provide a more personalized experience.

## **USE OF YOUR PERSONAL DATA**

The Company may use Personal Data for the following purposes:

- To provide and maintain the Service
- To manage Your Account
- To perform contracts related to products or services

- To contact You via email, phone, SMS, or other electronic communications regarding updates, services, or security notifications
- To provide news, special offers, or similar information unless You opt out
- To manage Your requests
- For business transfers such as mergers or acquisitions
- For data analysis, marketing evaluation, and Service improvements

We may share Your Personal Data:

- With Service Providers
- In connection with business transfers
- With Affiliates
- With business partners
- With other users in public areas of the Service
- With Your consent

## **SALE OR SHARING OF PERSONAL INFORMATION**

We collect and use your Personal Data solely for legitimate business purposes related to the operation and management of **Riverbend Apartments**, including leasing, resident services, maintenance coordination, communication, and property management functions.

**We do not sell, rent, or trade your Personal Information to third parties for monetary value.**

We may share Personal Data with trusted service providers such as:

- **Apartments 24-7 (website services)**
- **ResMan (property management software)**

These providers assist with operating our community and delivering services on our behalf and are contractually obligated to safeguard your information.

## **WEBSITE HOSTING AND SERVICE PROVIDERS**

We use third-party service providers to operate and support our website and business systems. These providers may process Personal Data on our behalf to deliver services, maintain website functionality, host content, process applications, provide property management services, analyze website performance, and facilitate communications.

Our website platform is provided by **Apartments 24-7**.

Our property management system is provided by **ResMan**.

We may also use analytics providers, call tracking services, email communication platforms, and related vendors to improve services and respond to inquiries.

All service providers are contractually required to safeguard Personal Data and use it only for authorized purposes.

## **USE OF TEXT MESSAGING**

If you opt in to receive text messages from our property, you may receive messages related to:

- Leasing information
- Maintenance requests
- Community events
- Upcoming payments
- Resident communications

Message frequency varies. Consent is not a condition of purchase or lease.

To stop receiving messages, reply **STOP**.

For assistance, reply **HELP** or contact us at:

**Email:** Robert@AptDynamics.com

**Phone:** (336) 942-5778

Message and data rates may apply.

## **RETENTION OF YOUR PERSONAL DATA**

We retain Personal Data only as long as necessary for the purposes outlined in this Privacy Policy and to comply with legal obligations, resolve disputes, and enforce agreements.

Maximum retention periods include:

### **Account Information**

User accounts: duration of relationship plus up to 24 months after closure.

### **Customer Support Data**

Support tickets and correspondence: up to 24 months after closure.

## **Usage Data**

Analytics data and server logs: up to 24 months.

When retention periods expire, data is securely deleted or anonymized.

## **TRANSFER OF YOUR PERSONAL DATA**

Your Personal Data may be processed in locations outside Your state or country. Where required, appropriate safeguards will be implemented to ensure secure transfers.

## **DELETE YOUR PERSONAL DATA**

You have the right to request deletion of Your Personal Data. You may update or delete information through Your account settings or by contacting Us.

Certain information may be retained where legally required.

## **DISCLOSURE OF YOUR PERSONAL DATA**

### **Business Transactions**

Your Personal Data may be transferred in connection with mergers or asset sales.

### **Law Enforcement**

We may disclose Personal Data if required by law.

### **Other Legal Requirements**

We may disclose Personal Data to:

- Comply with legal obligations
- Protect the rights of the Company
- Prevent wrongdoing
- Protect public safety
- Defend against legal liability

## **SECURITY OF YOUR PERSONAL DATA**

We use commercially reasonable measures to protect Your Personal Data. However, no method of transmission over the Internet or method of electronic storage is completely secure.

## **CONTACT US**

If you have questions about this Privacy Policy, you may contact us:

**Riverbend Apartments Leasing Office**

1032 Sycamore Rd  
Graham, NC 27253

**Email:** Robert@AptDynamics.com

**Phone:** (336) 942-5778

**Website:** <https://www.riverbendaptliving.com>