

Privacy Policy

Alta Property Management, LLC

Effective Date: 2/24/2026

1. Introduction

Alta Property Management, LLC (“Alta,” “Company,” “we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains:

- what information we collect
- how we use it
- how we protect it
- your rights under applicable laws, including the California Consumer Privacy Act (CCPA) as amended by the CPRA

This policy applies to website visitors, rental applicants, residents, property owners, vendors, and anyone interacting with our website.

2. Information We Collect

2.1 Information You Provide Voluntarily

When you:

- submit a contact form
- schedule a tour
- submit a rental application
- request a 3D tour
- apply for employment

- subscribe to marketing communications
- submit maintenance requests

We may collect:

- full name
- email address
- phone number
- mailing address
- date of birth
- government identification information
- Social Security number (collected securely through third-party screening providers)
- employment and income information
- rental history
- emergency contact information
- uploaded documents (pay stubs, identification, etc.)

Sensitive personal information such as Social Security numbers is collected only through secure third-party screening providers and is not stored directly on our website servers.

2.2 Information Collected Automatically

When you visit our website, we may automatically collect:

- IP address
- browser type
- device type
- pages visited
- referring URL
- time spent on pages
- cookies and tracking data

We may use tools including:

- Google Analytics
- Meta Pixel
- CRM software
- property management platforms
- email marketing platforms

3. How We Use Information

We use personal information to:

- respond to inquiries
- process rental applications
- conduct background and credit screening
- verify employment and rental history
- provide property management services
- send service-related communications
- send marketing communications (if opted in)
- improve website performance
- comply with legal obligations

We do not sell personal information.

4. California Privacy Rights (CCPA / CPRA)

If you are a California resident, you have the right to:

- request disclosure of personal information collected
- request deletion of personal information
- request correction of inaccurate information
- opt out of the sale or sharing of personal information

- limit the use of sensitive personal information

To submit a request, contact:

- **Email:** Insert Privacy Email
- **Mail:** Insert Business Address

We may verify your identity before processing requests. We do not discriminate against individuals for exercising privacy rights.

5. Rental Application and Screening

Rental applications may require:

- credit reports
- criminal background screening
- eviction history
- employment verification

These checks are conducted through third-party tenant screening providers in compliance with the Fair Credit Reporting Act (FCRA).

Application information is retained only as long as required for business and legal compliance.

6. Data Retention

We retain personal information:

- for as long as necessary to provide services
- as required by housing and landlord-tenant laws
- to comply with tax and accounting obligations

- to defend against legal claims

7. Cookies and Tracking Technologies

We use cookies to:

- improve user experience
- analyze website performance
- measure marketing effectiveness

You may disable cookies in your browser settings.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards, including:

- SSL encryption
- secure hosting environments
- restricted internal access
- secure third-party integrations

No system is completely secure. Use of the website is at your own risk.

9. Third-Party Services

We may share information with:

- tenant screening providers
- payment processors
- property management software providers
- CRM systems
- website hosting providers

Each provider maintains its own privacy practices.

10. Children's Privacy

Our website is not intended for individuals under 18 years old.

11. Updates to This Policy

We may update this Privacy Policy periodically. Updates will be posted on this page with a revised effective date.

12. Contact Information

Alta Property Management, LLC

1049 Bush Street, San Francisco , CA 94109

mark@alta-property-management.com

Terms and Conditions

Effective Date:

2/24/2026

1. Acceptance of Terms

By accessing or using this website, you agree to be bound by these Terms and Conditions.

2. Informational Purposes Only

The content on this website is for informational purposes only and does not constitute legal, financial, or real estate advice.

3. Rental Listings Disclaimer

- availability is subject to change without notice
- rental rates and terms may change
- pricing is not guaranteed until a lease is fully executed
- images may not reflect current unit condition

4. Fair Housing Compliance

Alta Property Management complies with:

- the Federal Fair Housing Act
- the California Fair Employment and Housing Act
- applicable local housing regulations

We do not discriminate based on:

- race
- color
- religion
- sex
- gender identity
- sexual orientation
- national origin
- disability
- familial status
- source of income

- any other protected characteristic under applicable law

5. Application Fees

Application fees:

- cover screening and processing costs
- are non-refundable except where required by law
- comply with California Civil Code limitations

6. Website Use Restrictions

You agree not to:

- use the website for unlawful purposes
- submit false or misleading information
- attempt to interfere with website security
- copy, scrape, or distribute listing content without permission

7. Intellectual Property

All content including:

- logos
- branding
- photographs
- 3D tours
- floor plans
- written content

is owned by Alta Property Management or licensed for use. Unauthorized use is prohibited.

8. Electronic Communications

By submitting information through the website, you consent to receive:

- email communications
- SMS communications (if a phone number is provided)
- automated service messages

You may opt out of marketing communications at any time.

9. Limitation of Liability

Alta Property Management is not liable for:

- errors or omissions in listing information
- technical interruptions
- third-party service failures
- indirect or consequential damages

Use of this website is at your own risk.

10. Governing Law

These Terms and Conditions are governed by the laws of the State of California.

11. Modifications

We reserve the right to modify these Terms at any time. Continued use of the website constitutes acceptance of any updates.

