

Privacy Policy

Effective Date: June 1, 2014

Thank you for visiting TheAlaire.com. We take your privacy seriously. This Privacy Policy covers your usage of our site and contains information regarding our online information practices and the choices you can make about how your information is collected and used throughout our site.

1. Information We Collect

When you visit our site, we may collect information from you when you make an information request, submit an application, or make payments online. The personal information we collect may include your home or billing address, e-mail address, domain name, apartment community name, account number, telephone number(s), credit card number and credit card expiration date, bank routing information and bank account number, date of birth, Social Security number, driver's license number, vehicle information, or employment information.

We may also collect certain non-personal, anonymous information about your use of our site and about your computer, including your IP address, the type of browser you are using, and your computer's operating system.

Nothing on this website is intended for minors (people under eighteen (18) years old). If you are a minor, you are not permitted to submit personal information through this site. If we do learn that personal information has been collected on a site from a minor and without verifiable parental consent, we will take the appropriate steps to delete this information. If you are a parent or guardian, you may alert us at privacy@jbg.com to request that we delete a minor's personal information.

2. How We Use the Information

We use the information we collect from you for the following purposes:

- to process your rental application or your request for payment;
- to respond to your feedback or requests for information about our properties;
- to send you personalized information about our properties or services that we believe may be of interest to you;
- to communicate to you important information regarding the site, changes to our Privacy Policy, and/or other administrative information;
- for our business purposes, such as data analysis, audits, developing new products, enhancing our sites, improving our services, identifying usage trends, and determining the effectiveness of our promotional campaigns; and/or
- for risk control, to comply with laws and regulations and to comply with other legal process and law enforcement requirements.

3. Disclosure of Your Information to Third Parties

Your personal information will not be sold to any third party. The information collected may be disclosed to affiliates, to other financial institutions with whom joint marketing agreements exist, or to companies that perform services or functions on your behalf. These companies may include financial service providers and non-financial companies, such as computer and data processing companies as well as marketing and after-market service providers. These companies will be contractually obligated to use the information only to provide the services requested of them. These companies are required to protect your information in a manner consistent with this Privacy Policy and to use the information only to provide the services requested of them.

In the event of a sale, purchase, merger, or other reorganization of any business or property owned by any entity affiliated with The JBG Companies, personal or other information may be among the assets transferred to the purchaser(s) of such business or property.

We will observe limits and restrictions set by law as to the sharing of information with our affiliates or others. We may be required to disclose your personal information pursuant to a subpoena or court order or in compliance with applicable laws. We may also share your information when we believe it is necessary to comply with law, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through our site, or to prevent imminent bodily harm. This may include sharing information with other companies, lawyers, agents, or government agencies.

Non-personal information collected at this site may be shared with third-parties for marketing, advertising, or other uses.

4. Your Choices

We may use your personal information collected through our site to send you offers for our products and services that we believe might be of interest to you. If you wish to opt out of future promotional offerings, you may indicate your preference by following the unsubscribe instructions at the end of our e-mail communications or by contacting privacy@jbg.com, (240) 333-3600, 4445 Williard Avenue, Suite 400, Chevy Chase, Maryland 20815.

We are concerned about the accuracy, currency and completeness of the personal information we collect. If you wish to review, amend, correct, update, or delete personal information we have collected about you, contact us at: privacy@jbg.com. We reserve the right not to allow access to your information if we believe in good faith that such disclosure is prohibited by law or if the rights of another individual might be violated.

Should you choose to cancel your account registration to our site, you may also request the deletion of your personal information by sending an email to privacy@jbg.com. After we remove your personal information, some residual information may remain in our archives and records, but this information will not be used for any commercial purpose. We reserve the right to maintain information on registered visitors who have violated any of our policies or who have had their access to the site blocked.

If our site requests your consent to receive text messages on your telephone(s), you can manage all such notifications by signing into your account. You may opt-out of receiving further messages at any time by following the instructions provided within the resident portal. Standard message and data rates may apply to these messages. Your wireless carrier and other service providers also collect data about your text message usage, and their practices are governed by their own privacy policies.

5. Cookies and Other Tracking Technologies

Cookies are small strings of text that websites can send to your browser. Our site uses cookies and other tracking technologies to collect information about your use of our site. The information that is captured about your visit may be used in a variety of ways, such as to monitor and maintain information about your visits to our site, to help us identify and address problems with our site, to analyze web traffic trends, and to help protect the security and integrity of our site. You may set your browser not to accept cookies or to notify you when you receive cookies, giving you the opportunity to decide whether to accept cookies, but if you do not accept cookies, your experience at this site may be degraded.

We may also use pixel tags (also known as "clear gifs," "web beacons" or "1-by-1 gifs"). These may be used in connection with certain pages of our site or with email messages to measure the effectiveness of our communications, to compile statistics about usage and response rates, and to assist us in resolving issues that may arise on this site.

An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol ("TCP/IP") network, such as the World Wide Web. We use IP addresses to analyze trends, administer the website, track user movement, and gather broad demographic information for aggregate use.

6. Security

We maintain commercially reasonable security measures to protect your personal information collected through our site. We employ encryption technology, protecting data at each point of transfer. Data is collected on our site using SSL (Secure Sockets Layer) security. We utilize redundant systems (i.e. backup systems) to reduce the chance of data loss. We also use computer virus detection and eradication software on systems containing computer data. Firewalls are also employed to prevent unauthorized computer entry into systems containing your personal information. When payment transactions are processed through this site, the processing is managed by a third party that has been certified as Payment Card Industry compliant. In the unlikely event that you are subject to fraudulent charges, remember to immediately notify your bank and credit card company.

We restrict access to personal information about you to those employees who need to know that information to provide products or services to you. Our employees maintain appropriate physical, electronic, and procedural safeguards to guard your personal information.

Users also have to create a user identification and password to sign into their account. Users are entirely responsible for maintaining the security of any logins, passwords, or other credentials that you select or that are provided to you for your use on our site.

Unfortunately, no security system is impenetrable. Please be aware when submitting information to this site that JBG cannot guarantee the complete security of your personal information.

7. Changes

From time to time we may update our Privacy Policy. We encourage you to periodically visit our site and this Privacy Policy, so that you may remain aware of our current online information practices.

8. Third Party Links

This Privacy Policy applies solely to information collected by JBG. As a convenience, we may provide links to third-party sites on our site. We are not responsible for and do not endorse the informational content or any products or services available on any third-party site and do not make any representations regarding such content or accuracy. We take no responsibility and assume no liability for any content in such sites, or for any mistakes, defamation, libel, slander, omissions, falsehoods, obscenity, pornography, or profanity contained on such sites. We are not liable for any technological, legal, or other consequences that arise out of your visit or transactions on any third-party sites. Your use of third-party sites is at your own risk and subject to the terms and conditions of use for such sites. This means that we are not your agent and will not be a party to any contract you enter on such third-party sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when leaving our site of the privacy statements as well as the terms & conditions of other sites that collect personal information.

We may offer you the ability to sign into your account using Facebook Connect. Facebook Connect will authenticate your identity and provide you the option to share personal information. Facebook Connect may also give you the option to post information about your activities on this site to your Facebook profile page. Any posting outside of our site is governed by the privacy policies of the posting service, and we encourage you to read the privacy statements of each and every posting service that collects your personal information.

9. Limited to Online Privacy Policy

This Privacy Policy applies to information collected through our site only, and not to information collected offline.

10. Contact Us

If you have any questions or concerns regarding this Privacy Policy, please contact privacy@jbg.com.