

FORREAL PRIVACY POLICY

Effective Date: September 05, 2025

This Privacy Policy describes how forREAL (“we”, “us”, or “our”) handles personal information that we collect through in relation to your use of the forREAL Platform, which includes the forREAL web interface (www.myforREAL.com) and Apple iOS application.

Personal information we collect

Information you submit to us:

- **Contact information**, such as your first and last name, phone number, address, email address, date of birth, and profile photo.
- **Identity verification information**, including your date of birth, an image of your government-issued ID document(s), passport, national ID card, or driving license (in accordance with applicable laws) or other verification information. If a copy of your ID is provided to us, we will obtain information from your ID. We may ask you to verify your identity using a third party identity verification service, such as Stripe Identity. With your explicit consent, such a third party identity verification service may require you to upload a government-issued photo ID document as a “selfie” image that the identity verification service will compare to your government-issued photo ID using biometric facial recognition technology. The third party identity verification service will not share your biometric data with us; however, it may share with us your government-issued photo ID document and your “selfie” in order to satisfy our data retention obligations. You can read more about Stripe Identity here: <https://stripe.com/identity>.
- **Precise geolocation**, such as latitude, longitude, and altitude to millimeter level accuracy, which we collect when you enable location services through the app, strictly to provide an accurate 3D reconstruction of spaces and objects when scanning an apartment for presentation on the forREAL Platform. We also collect geolocation, but not to millimeter accuracy, when you report a maintenance related issue to enable us to cross-validate maintenance requests and to support insurance claims.
- **Payment account information**, such as bank account, payment account, credit card number and expiration date, payment instrument used, billing postcode, PayPal email address, IBAN information, and other related transaction details. When using our payment services, you will also be providing your personal information to one or more forREAL payments service providers, such as Stripe.
- **Payments**, we store your payment history and data about transactions done using our application, such as initial down payments, monthly rental payments, service fees, and other expenses.
- **Personal description**, such as an optional video you may record and upload to introduce yourself to a landlord, and any additional profile information you provide.
- **Information about others**, such as a payment instrument or contact information of your roommates. When you provide us with personal information about others, you certify that you have their permission to provide such information to forREAL for the purposes described in this Privacy Policy and that you have shared the forREAL Privacy Policy with them.

- **Communications information**, like emails, calls, messages, SMS, and text information where delivery is enabled on or through the forREAL Platform.
- **Feedback or correspondence**, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us online.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Information we obtain from third parties:

- **Consumer Reporting Agencies; Background Information Providers.** We may obtain information or reports about you from background information providers, including credit reports from Trans Union, reports of criminal records, sex offender registrations, and other information about you and/or your background. For users outside of the United States, to the extent permitted by applicable laws and with your consent where required, forREAL may obtain police, background, or registered sex offender checks. forREAL may use your information, including your full name and date of birth, to obtain such reports.
- **Social media platforms.** We may maintain pages on social media platforms, such as Instagram or TikTok, and other third-party platforms. When you visit or interact with our pages on those platforms, the platform provider's privacy policy will apply to your interactions and their collection, use, and processing of your personal information.
- **Third-Party Applications.** If you choose to link, connect, or login to the forREAL Platform with a third-party service, such as Google, you direct the service to send us information such as your registration, contact list, and profile information as controlled by that service or as authorized by you via your privacy settings at that service. If you choose to connect a smart lock to your ForREAL account, we may collect information about the smart device, such as log or event information and device information.
- **Financial Institutions.** If you elect to pay with funds from your bank account, we may receive certain information from your financial institution, such as bank account details and account balance.
- **Flexible Payment Plans and Financing Providers.** If you elect to purchase a reservation and pay on an installment plan, we may receive certain information from the third-party provider, such as the payment schedule and actual payments on authorized payment plans.
- **Other Sources.** To the extent permitted by applicable law, we may receive additional information about you, such as references, demographic data, and information to help detect fraud and safety issues from (i) third-party service providers, other third parties, and/or partners, or (ii) other users and any other individuals, entities, and authorities, and combine it with information we have about you. For example, we may receive background check results or fraud warnings from identity verification service providers for use in our fraud prevention, security investigations, and risk assessment efforts. We may receive information about you and your activities on and off the forREAL Platform, including from users of forREAL, members of the public, governmental, public, or tax authorities, certain publicly-available information including social media posts or profiles, or about your experiences and interactions from our partners. We may receive health information including, but not limited to, health information related to contagious diseases.

Automatic data collection. We and our service providers may automatically log information about you, your computer or mobile device, and your interactions over time with our website, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers, language settings, mobile device carrier, radio/network information (e.g., WiFi, LTE, 4G), and general location information such as city, state or geographic area as well as precise geolocation, as explained in the "*Precise geolocation*" section above. We may also collect camera parameters, including focal length, aperture, optical center, and mobile device orientation.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, browsing history, navigation paths between pages or screens, information about your activity on a page or screen, access times, duration of access, and whether you have opened our marketing emails or clicked links within them, searches for listings, bookings you have made, any additional services you have added, and access dates and times. We may collect this information even if you haven't created an forREAL account or logged in.

We use the following tools for automatic data collection:

- **Cookies**, which are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand website user activity and patterns, and for advertising purposes. For example, Google Analytics collects information about how users use our website, which we then use to compile reports that disclose trends without identifying individual visitors, and help us improve our website. For more information on Google Analytics, click [here](#).
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

How we use your personal information

- **To provide, operate, maintain, and secure** the forREAL Platform.
- **To communicate with you**, including to respond to your requests, provide support, and otherwise communicate with you about our services, including by sending announcements, surveys, updates, security alerts, and support and administrative messages.
- **To improve, monitor, and personalize the forREAL Platform**, including by understanding your needs and interests, and personalizing your experience with the forREAL Platform based on your interactions on the forREAL Platform, your search and booking history, your profile information and preferences, and other information you choose to give us.

- **For research and development.** We may use your personal information for research and development purposes, including to analyze and improve our services and our business. As part of these activities, we may create aggregated, de-identified, or other anonymous data from personal information we collect. We may use this data and disclose it to third parties for our lawful business purposes, including to analyze and improve our services and promote our business.
- **Direct marketing.** We may from time-to-time send you direct marketing communications as permitted by law, including, but not limited to, newsletters, and updates on news and events. You may opt out of our marketing emails as described in the “Opt out of marketing communications” section below.
- **Interest-based advertising.** We engage our advertising partners, including third-party advertising companies and social media companies, to display ads around the web. These companies may use cookies and similar technologies to collect information about your interaction over time across our website, our communications, and other online services, and use that information to serve online ads that they think will interest you. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the “Limit online tracking” section below.

Compliance and protection. We may use personal information to:

- Comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.
- Protect our, your or others’ rights, privacy, safety or property (including by making and defending legal claims).
- Audit our internal processes for compliance with legal and contractual requirements and internal policies.
- Enforce the terms and conditions that govern our website.
- Prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

How we disclose your personal information

- **Landlords and their service providers.** We may share your personal information with hosts and landlords to enable you to rent their properties, and to third-party service providers they use, such as cleaning services or lock providers.
- **Building Management.** We may share your personal information with property owners, a homeowners’ association, and/or their agent, such as a building operator or property management company to facilitate hosting services, compliance with applicable laws, security, billing, and other services.

- **Affiliates.** We may disclose your personal information to our subsidiaries and affiliates for purposes consistent with this Privacy Policy.
- **Service providers.** We may disclose your personal information to third party companies and individuals that provide services on our behalf or help us operate our services, including identity verification providers, consumer reporting agencies, background check providers, payment services providers, chat technology providers, as well as our lawyers, bankers, auditors, insurers, customer support, hosting, analytics, email delivery, marketing, and database management.
- **Authorities and others.** We may disclose your personal information to law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the compliance and protection purposes described above.
- **Business transfers.** We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution. In such a case, we will make reasonable efforts to require the recipient to honor this Privacy Policy.

Your choices

Opt out of marketing communications. You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email. You may continue to receive service-related and other non-marketing emails.

Limit online tracking. There are a number of ways to limit online tracking, which we have summarized below. Please note that these tools are not associated with us and we cannot guarantee that they work as their providers advertise them:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit <https://www.allaboutcookies.org/>.
- **Using privacy plug-ins or browsers.** You can block our websites from setting cookies by using a browser with privacy features, like [Brave](#), or installing browser plugins like [Privacy Badger](#), [Ghostery](#), or [uBlock Origin](#), and configuring them to block third party cookies/trackers. You can also opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.
- **Platform opt-outs.** The following advertising partners offer opt-out features that let you opt out of use of your information for interest-based advertising:
 - [Google](#)

- [LinkedIn](#)
- [Microsoft](#)
- **Advertising industry opt-out tools.** You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies:
 - [Digital Advertising Alliance](#)
 - [Network Advertising Initiative](#)

Note that because these opt-out mechanisms are specific to the device or browser on which they are exercised, you will need to opt out on every browser and device that you use.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Other sites, mobile applications and services

The forREAL Platform may contain links to other websites, mobile applications, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. We do not control third party websites, mobile applications or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use and disclosure of your personal information. We encourage you to read the privacy policies of the other websites and mobile applications and online services you use.

Security

We employ a number of technical, organizational, and physical safeguards designed to protect the personal information we collect. However, no security measures are failsafe and we cannot guarantee the security of your personal information.

Children

Our website is not intended for use by children under 13 years of age. If we learn that we have collected personal information through the website from a child under 13 without the consent of the child’s parent or guardian as required by law, we will delete it.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the website.

How to contact us

Please direct any questions or comments about this Policy or our privacy practices to businessdev@myforreal.com or by mail at the address below.

forREAL, Inc.
10 Elm Street
Danvers, MA 01923
United States