RentReo Privacy Policy

Effective Date: May 31, 2026

Last Updated: May 31, 2026

This Privacy Policy explains how RentReo LLC, collects, uses, discloses, stores, and protects information when you use RentReo's websites, applications, software, tools, and related services.

"RentReo," "we," "us," and "our" refer to RentReo. "You" and "your" refer to users of the Services, including landlords, property owners, property managers, tenants, applicants, invited users, and website visitors.

1. Information We Collect

We collect information you provide, information generated through your use of the Services, information from connected accounts, and information from third parties.

A. Account Information

We may collect:

- Name.
- Email address.
- Phone number.
- Password or authentication credentials.
- Business name.
- Role or user type.
- Billing information.
- Account preferences.
- Support communications.

B. Property and Rental Information

We may collect:

- Property addresses.
- Unit information.
- Ownership or management information.
- Lease terms.
- Rent amounts.
- Deposits.
- Fees.
- Tenant names and contact details.
- Occupant information.
- Maintenance records.
- Notes and communications.
- Uploaded documents.
- Photos or files related to properties.

C. Tenant and Applicant Information

Depending on how RentReo is used, we may collect:

- Tenant or applicant names.
- Contact information.
- Rental application information.
- Current and prior addresses.
- Employment or income information.
- Identification information.
- Household or occupant information.
- References.
- Uploaded documents.
- Communications with landlords or property managers.
- Screening-related information, if tenant-screening features are used.

D. Financial and Transaction Information

If you connect financial accounts or use financial features, we may collect:

- Bank account names.
- Account type.
- Account balances.
- Transaction history.
- Merchant names.
- Transaction dates.
- Transaction amounts.
- Transaction categories.
- Account identifiers or masked account numbers.
- Institution information.
- Income and expense records.
- Rent-payment records.
- Accounting and reporting data.

We may receive this information from you, financial institutions, Plaid, payment processors, or other authorized providers.

E. Payment and Billing Information

If you purchase a paid plan or make payments through RentReo, we or our payment processors may collect:

- Billing name.
- Billing address.
- Payment method details.
- Subscription plan.
- Transaction history.
- Invoices.
- Tax information.
- Payment status.

RentReo may not store full payment-card numbers if payment processing is handled by a third-party processor.

F. Screening Information

If RentReo offers tenant-screening features, we or third-party providers may collect or process:

- Identity-verification information.
- Credit-related information.
- Criminal-history information.
- Eviction-history information.
- Rental-history information.
- Income or employment verification information.
- Screening report results.
- Applicant authorizations.
- Adverse-action workflow records.

The availability and type of screening information may depend on the third-party provider and applicable law.

G. Communications

We may collect communications between you and RentReo, including:

- Support emails.
- Chat messages.
- Feedback.
- Survey responses.
- Product requests.
- Dispute communications.
- Account notices.

If RentReo provides landlord-tenant messaging features, we may process messages sent through the platform.

H. Device, Usage, and Technical Information

We may automatically collect:

- IP address.
- Device identifiers.
- Browser type.
- Operating system.
- Pages viewed.
- Features used.
- Referring URLs.
- Session activity.
- Log data.
- Approximate location based on IP address.
- Error reports.
- Performance data.

I. Cookies and Similar Technologies

We may use cookies, pixels, local storage, and similar technologies to:

- Keep you signed in.
- Remember preferences.
- Analyze usage.
- Improve performance.

- Prevent fraud.
- Measure marketing effectiveness.
- Provide customer support.

You can control cookies through your browser settings. Some features may not work properly if cookies are disabled.

2. Sources of Information

We may collect information from:

1. You directly.
2. Other users, such as landlords, tenants, applicants, property managers, or invited users.
3. Connected financial institutions.
4. Plaid or similar account-linking providers.
5. Payment processors.
6. Tenant-screening providers.
7. Electronic-signature providers.
8. Identity-verification providers.
9. Service providers.
10. Public records or publicly available sources.
11. Analytics and security tools.
12. Your device and browser.

3. How We Use Information

We use information to:

1. Provide, operate, and improve RentReo.
2. Create and manage accounts.
3. Manage properties, tenants, leases, documents, and reports.
4. Import, categorize, and display financial transactions.
5. Generate income, expense, cash-flow, tax-support, and property reports.
6. Facilitate rent tracking and payment-related workflows.
7. Process subscriptions and billing.
8. Provide customer support.
9. Send service-related notices.
10. Send product updates and marketing communications where permitted.
11. Verify identity and prevent fraud.
12. Monitor security and troubleshoot technical issues.
13. Enforce our Terms of Service.
14. Comply with legal obligations.
15. Respond to lawful requests.
16. Protect the rights, safety, and property of RentReo, users, and others.
17. Develop new features.
18. Train, evaluate, or improve automation and AI features, where permitted by law and our agreements.

4. How We Share Information

We may share information as described below.

A. With Other Users

Information may be shared between users as needed to provide the Services. For example:

- A landlord may see tenant or applicant information submitted through RentReo.
- A tenant may see lease, payment, property, or communication information shared by a landlord.
- A property manager may access property and tenant records for properties they manage.
- Invited users may access information based on permissions set by the account owner.

B. With Service Providers

We may share information with vendors that help us operate RentReo, including:

- Cloud hosting providers.
- Database providers.
- Email and communication providers.
- Customer support tools.
- Analytics providers.
- Security and fraud-prevention providers.
- Payment processors.
- Plaid or financial-data providers.
- Tenant-screening providers.
- Electronic-signature providers.
- Identity-verification providers.
- Accounting or infrastructure providers.
- Professional advisors.

These providers may process information on our behalf and are expected to use it only as permitted by contract and law.

C. With Financial Connection Providers

If you connect a financial account, we may share information with Plaid or similar providers to facilitate the connection, retrieve permissioned data, maintain the connection, and provide financial features.

Your use of Plaid or similar providers may also be governed by their own terms and privacy policies.

D. With Payment Processors

If you make or receive payments through RentReo, we may share information with payment processors, banks, card networks, ACH providers, fraud-prevention providers, and other parties needed to process or manage payments.

E. With Screening Providers

If tenant-screening features are used, we may share applicant, landlord, property, authorization, and screening-related information with third-party screening providers and consumer reporting agencies.

F. For Legal and Safety Reasons

We may disclose information if we believe it is reasonably necessary to:

1. Comply with law, regulation, subpoena, court order, or legal process.
2. Enforce our Terms of Service.
3. Protect rights, safety, and property.

4. Detect, prevent, or investigate fraud, security incidents, or unlawful activity.
5. Respond to government or law-enforcement requests.

G. Business Transfers

If RentReo is involved in a merger, acquisition, financing, reorganization, bankruptcy, sale of assets, or similar transaction, information may be transferred as part of that transaction.

H. Aggregated or De-Identified Information

We may use and share aggregated, anonymized, or de-identified information that does not reasonably identify you.

5. Selling or Sharing Personal Information

RentReo does not sell personal information for money.

RentReo also does not intend to share personal information for cross-context behavioral advertising unless expressly disclosed through an updated policy, cookie banner, or consent mechanism.

If RentReo later uses advertising cookies, retargeting pixels, or similar tools that may be considered "selling" or "sharing" personal information under certain state privacy laws, RentReo should update this Privacy Policy and provide any required opt-out rights.

6. Data Retention

We retain information for as long as reasonably necessary to:

1. Provide the Services.
2. Maintain your account.
3. Comply with legal obligations.
4. Resolve disputes.
5. Enforce agreements.
6. Prevent fraud and abuse.
7. Maintain security.
8. Support backups and disaster recovery.
9. Keep business records.

Retention periods vary depending on the type of information, the purpose for collection, legal requirements, and user settings.

After information is no longer needed, we may delete, anonymize, or securely retain it as permitted by law.

7. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information. These may include access controls, encryption, monitoring, secure hosting, authentication tools, and vendor review.

However, no system is completely secure. We cannot guarantee that information will always remain secure, private, or available.

You are responsible for protecting your login credentials, limiting account access, using strong passwords, and safeguarding exported files or downloaded reports.

8. Financial Data Security

When you connect financial accounts, RentReo may receive financial data from third-party providers such as Plaid. We use this information to provide features such as transaction import, categorization, property-level reporting, rent tracking, and accounting support.

RentReo does not ask for or store your online banking password unless expressly stated otherwise. Financial-account login credentials are typically handled by the third-party connection provider.

You may be able to disconnect financial accounts through RentReo, through the third-party provider, or through your financial institution.

9. Your Choices

Depending on your account type and location, you may be able to:

1. Access your account information.
2. Update or correct your information.
3. Delete certain information.
4. Export certain records.
5. Disconnect financial accounts.
6. Cancel subscriptions.
7. Opt out of marketing emails.
8. Adjust cookie settings.
9. Request deletion of your account.
10. Limit invited-user access.

To make a request, contact support@rentreo.com.

10. Privacy Rights by State

Depending on where you live, you may have rights under state privacy laws, including rights to:

1. Know or access personal information we collect.
2. Request deletion.
3. Request correction.
4. Receive a copy of personal information in portable format.
5. Opt out of certain targeted advertising, sales, or profiling.
6. Limit use of sensitive personal information, where applicable.
7. Appeal a denied privacy request.

These rights may be subject to exceptions. We may need to verify your identity before fulfilling a request.

To exercise privacy rights, contact support@rentreo.com.

11. California Privacy Notice

This section applies to California residents if RentReo is subject to the California Consumer Privacy Act, as amended by the California Privacy Rights Act.

Categories of Personal Information We May Collect

We may collect the following categories:

1. Identifiers, such as name, email, phone number, address, IP address, and account identifiers.
2. Customer records information, such as billing information and account details.

3. Commercial information, such as subscription history, payment history, rent-related records, and property-management activity.
4. Internet or network activity, such as usage data, log data, and device information.
5. Geolocation information, such as approximate location from IP address.
6. Professional or employment-related information, if submitted in applications or verification workflows.
7. Financial information, such as bank-account data, balances, transactions, rent-payment records, and income/expense records.
8. Sensitive personal information, such as financial account information, identification documents, or screening-related information, if submitted or connected.
9. Inferences, such as preferences, categories, or product usage insights.

Purposes for Collection

We collect and use these categories for the purposes described in Section 3 above.

Categories of Recipients

We may disclose personal information to the categories of recipients described in Section 4 above.

Sale or Sharing

RentReo does not sell personal information for money. RentReo does not knowingly sell or share personal information of individuals under 16.

If RentReo uses advertising or analytics tools that constitute "selling" or "sharing" under California law, RentReo will update this policy and provide required opt-out mechanisms.

Sensitive Personal Information

RentReo uses sensitive personal information only as reasonably necessary to provide the Services, maintain security, comply with law, and for other permitted purposes.

California Requests

California residents may submit requests by contacting:

support@rentreo.com

12. Tenant and Applicant Data

If you are a tenant or applicant, your landlord, property manager, or property owner may control certain information submitted through RentReo.

For example, if you submit a rental application, lease document, payment record, or message to a landlord through RentReo, that landlord may access and use the information for rental-management purposes.

RentReo is not responsible for how landlords, property owners, or property managers use information outside the Services.

13. Landlord and Property Manager Responsibilities

If you use RentReo to collect, upload, process, or store information about tenants, applicants, occupants, contractors, or other individuals, you represent that you have all required rights, notices, consents, authorizations, and lawful bases to do so.

You are responsible for complying with privacy, fair housing, tenant-screening, credit-reporting, consumer-protection, and data-security laws that apply to your rental operations.

14. Tenant Screening and FCRA-Related Data

If tenant-screening features are available, screening information may be provided by third-party consumer reporting agencies or screening providers.

Screening information may be subject to the Fair Credit Reporting Act and related laws. Landlords and property managers using screening information are responsible for obtaining required authorizations, using reports only for permissible purposes, and providing legally required notices, including adverse-action notices where applicable.

RentReo may retain screening-related records as needed to comply with law, support audits, enforce agreements, and maintain platform integrity.

15. Cookies and Analytics

We may use analytics tools to understand how users interact with RentReo, improve the Services, detect bugs, and measure performance.

Some analytics tools may use cookies or similar technologies. You may be able to limit cookies through your browser or device settings.

If RentReo uses advertising cookies or retargeting tools in the future, this Privacy Policy should be updated to describe those practices and applicable opt-out rights.

16. Email and Marketing Choices

You may unsubscribe from marketing emails by using the unsubscribe link in the email or contacting support@rentreo.com.

You may still receive service-related emails, such as billing notices, security alerts, account notices, support responses, and legal updates.

17. Children's Privacy

RentReo is not intended for children under 13, and we do not knowingly collect personal information directly from children under 13.

Users may submit information about occupants or household members, including minors, when necessary for lawful rental-management purposes. The user submitting that information is responsible for having authority to do so.

If you believe a child has provided personal information directly to RentReo without proper authorization, contact support@rentreo.com.

18. International Users

RentReo is intended primarily for use in the United States unless otherwise stated.

If you access RentReo from outside the United States, you understand that your information may be processed in the United States or other locations where our service providers operate. Privacy laws in those locations may differ from those in your jurisdiction.

19. Data Transfers

We may transfer information to service providers and systems located in different states or countries. We take steps designed to ensure that information receives appropriate protection as required by applicable law.

20. Account Deletion

You may request account deletion by contacting support@rentreo.com.

Deleting your account may not delete all information immediately. We may retain information where necessary to:

1. Comply with legal obligations.

2. Complete transactions.
3. Resolve disputes.
4. Enforce agreements.
5. Prevent fraud.
6. Maintain security.
7. Preserve backups.
8. Support legitimate business purposes.

Landlords, tenants, property managers, or other users may retain copies of documents or information that were shared with them.

21. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will post the updated policy and update the "Last Updated" date. If changes are material, we may provide additional notice.

Your continued use of RentReo after the updated policy becomes effective means you acknowledge the updated policy.

22. Contact

For questions, requests, or privacy concerns, contact:

RentReo LLC

Email: support@rentreo.com