

Overview

Classic Residence Management Limited Partnership, an Illinois limited partnership d/b/a Vi, its affiliates, and those working on its behalf (collectively, "Vi," "we" or "us") are serious about protecting your privacy. We understand your concerns with regard to how information about and from you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This Privacy Policy describes what information we collect about and from you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy relates specifically to the Vi website located at www.viliving.com and the Vi at Silverstone landing pages located at www.MakeitSilverstone.com (collectively, the "Website"), and constitutes a part of the User Agreement that can be found at the Website (the "Terms of Use"). In this Privacy Policy, you refers to an individual accessing the Website, regardless of the particular features, materials, information, applications, or services made available on the Website that the individual chooses to browse, use or take advantage of. We encourage you to become familiar with the terms and conditions of both this Privacy Policy and the Terms of Use.

BY ACCESSING OR USING THE WEBSITE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND CONSENT TO THE PRIVACY PRACTICES, AND TO THE USE AND DISCLOSURE OF INFORMATION THAT WE COLLECT ABOUT YOU THAT ARE DESCRIBED IN THIS PRIVACY POLICY, AND THAT YOU AGREE TO BE BOUND BY THE TERMS OF USE REFERENCED ABOVE

What Information Do We Collect?

In connection with your use of the Website, you may elect to provide us with certain identifying information about you (the "Personal Information"), including but not limited to your name, age, street address, telephone number, email address, fax number, company name, title, and other personally identifiable information and preferences. We use the Personal Information in the manner described in this Privacy Policy below. The Personal Information becomes the property of Vi once it is delivered to us, and we will maintain copies in our records. The Website is intended for visitors over eighteen years of age. We do not target the Website to appeal to children under the age of thirteen and we do not knowingly collect personal information from children under the age of thirteen.

Like many other websites, the Website may also collect certain non-personally identifiable information about you and about the equipment and communications method that you use to access the Internet and the Website (collectively, "Aggregate Data"). For security reasons and to confirm the integrity of our data, Vi may combine components of this Aggregate Data with other sources of information, which may include Personal Information about you. Unless otherwise described in this Privacy Policy or in our Terms of Use, such Personal Information will be used solely for our internal business purposes. In addition, the information we collect may reveal such things as the type of Internet browser that you are using (e.g., Internet Explorer or Firefox), the type of operating system you are using (e.g., Windows XP or Mac OS), the domain name of your Internet service provider (e.g., America Online or Earthlink), the Internet protocol (IP) address assigned to your computer, the specific website you visited immediately prior to visiting the Website, specific pages that you accessed on the Website, the length of time you spent at specific pages of the Website, and the aggregate number of times that you visited the Website. The purposes for which this information is collected and used include facilitating Website operation and system administration, generating aggregate, non-identifiable statistical information, monitoring and analyzing Website traffic and usage patterns, and improving the content and content delivery with regard to the Website and the online media, content, materials, applications, and services that we describe or make available on the Website.

Sometimes we receive data from our affiliates or our advertising partners and other third parties to help us (or them) deliver ads, understand online activity, and generally make the Website better.

Location Information

We may collect and process information about your actual location based on your IP address, Wi-Fi access points, and other geo-location technologies. We use this information to customize your Website experience.

Retargeting and Online Behavioral Advertising

Retargeting is a way to use non-personal information to remind you on other websites that you were browsing our Website previously with the goal to bring you back to our site. We, or our authorized partners (such as Google, Inc.), may use the non-personal information collected on the Website for online behavioral advertising purposes including retargeting and to customize ads to you when you visit other (non-Vi) sites. If you wish to opt-out of this process, click the OBA logo on our banner advertisements. You will be directed to an opt-out page where you'll be able to select your data preferences.

Cookies and Anonymous Identifiers

Also, like many other websites, the Website uses cookies to collect Aggregate Data. Cookies are pieces of data sent from a web server to a visitor's computer. Vi uses cookies to identify visitors to our Website so that we may provide each visitor with a personalized experience, as well as collect Aggregate Data. In addition, the Website may contain advertisements from third parties, and these advertisements may also use cookies. In general, if you choose, you may set your Internet browsers preferences and options so as to disable the use of cookies.

Web Beacons

Certain pages on our Website also contain web beacons (also known as spotlight tags, Internet tags, pixel tags and clear GIFs), which are tiny graphic images that may appear on our websites and in our emails. Web beacons help us analyze our customers' online behavior and measure the effectiveness of our websites and email communications. We work with certain service providers that help us track, collect and analyze this information. If you would like more information about this practice and to know your choices about not having your information used by our service providers, [click here](#)

Web beacons on our Website may be used to collect information about your visit, including the pages you view, the features you use, the links you click and other actions you take in connection with the Website. This information may include your computer's IP address, your browser type, your Internet service provider (ISP), your operating system, date and time information and other technical information about your computer. Web beacons in our emails may be used to track your interactions with those messages, such as when you receive, open, forward or click a link in an email message from us.

We may also combine the information we collect from cookies and web beacons with other information that we have collected from you. This information may be used for purposes of improving our Website, personalizing your online experience, tailoring our communications with you and determining the effectiveness of our advertising.

How Do We Use The Information That We Collect?

In addition to the uses mentioned or described above, or otherwise described in the Terms of Use, Vi may use the Personal Information (a) to respond to your inquiries or questions about our communities, (b) for internal marketing purposes, (c) to provide you with information, materials and advertisements about the Vi communities from time to time, (d) to offer you products or services from time to time that Vi believes may be of interest you, (e) to consider you for employment with Vi, (f) to analyze and improve the security or integrity of the Website, (g) to protect or safeguard persons or property, (h) to establish or exercise our legal rights, and (i) for other legitimate and lawful business purposes.

With Whom Do We Share Information That We Collect?

We will not rent, sell or exchange your Personal Information with any third parties for their own marketing purposes. We may share your Personal Information as follows:

In the course of conducting our business we may transfer Personal Information between our offices and communities, or transmit such Personal Information to our affiliates and contractors. Any such transfer of Personal Information will be made in accordance with applicable law, and our affiliates and contractors have agreed to be bound by this Privacy Policy. We may also produce reports on Website traffic or usage patterns and share these reports with third parties, but the information contained in these reports is anonymous and does not allow identification of any specific individual.

We may disclose information about you if we become subject to a subpoena or court order, or if we are otherwise legally required to disclose information. We may also disclose information about you to establish or exercise our legal rights, to enforce the Terms of Use, to assert and defend against legal claims, or if we believe such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities or potential threats to the physical safety or well-being of any person.

As Vi continues to grow and develop its business, it is possible that its corporate structure may change, or that it may merge or otherwise combine with another company, or that it or its assets may be acquired by another company. In any such transaction, the Personal Information and Aggregate Data will most probably be among the transferred business assets.

What Choices Do You Have?

If you do not wish to receive any information, materials, advertisements or offers from Vi, you may so notify Vi in the manner described below. Within a commercially reasonable time following our receipt of any such notice, we will take steps to assure that you will not receive any further communications from us of such a nature.

You may also set your browser to block all cookies, including cookies associated with our Website, or to indicate when a cookie is being set by us. However, it's important to remember that many of our services may not function properly if your cookies are disabled.

Where you have provided us with the appropriate permissions, or where we are legally entitled to do so, we will provide you with marketing materials by email. You can opt out of receiving these emails at any time by clicking the unsubscribe link in the marketing email.

How Do We Protect Information Collected?

Vi takes commercially reasonable measures to secure and protect information transmitted via or stored on the Website and transmitted to and from the Website. Nevertheless, no security system is impenetrable. We cannot guarantee that information that users of the Website transmit to us will be totally secure. Vi is not liable for any damages relating to any such security failure. Specifically, you acknowledge that data and communications, including e-mail and other electronic communications, may be accessed by unauthorized third parties when transmitted over the Internet. You agree to notify us immediately if you become aware of any breach of Website security, this Privacy Policy or the Terms of Use.

Linked Websites

For your convenience, some hyperlinks may be posted on the Website that link to other websites not under our control. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of those sites or of any companies that we do not own or control. We encourage you to seek out and read the privacy policy of each website that you visit. In addition, should you happen to initiate a transaction on a website that our Website links to, even if you reached that site through our Website, the information that you submit to complete that transaction becomes subject to the privacy practices of the operator of that linked site. You should read that website's privacy policies to understand how personal information that is collected from you at that website is used and protected.

Controlling "SPAM" or Unsolicited Email

Vi is concerned about controlling unsolicited commercial email, or spam. We are against the use of spam and will not sell, lease or rent our email lists to third parties.

Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email at the email address provided below. Indicate in your letter that you are making a "Shine the Light" inquiry.

How We Respond to Do Not Track Signals

Other than for the purposes expressly described above, we do not track users across the web, and therefore we do not use or respond to "do not track" signals. We also do not authorize the collection of personally identifiable information from Website users for third party use through advertising technologies.

Changes to This Privacy Policy

From time to time, we may change our privacy practices, and this Privacy Policy, because of changes in relevant and applicable legal or regulatory requirements, our business practices, or in order to better serve your needs and those of our other users. Notice of such changes to our privacy practices will be given in the manner described in the Terms of Use and a revised Privacy Policy will be posted on the Website.

Existing Agreements

If you have entered into any written or oral agreement or agreements with Vi (any such agreement or agreements, collectively, the Existing Agreement), none of the terms of this Privacy Policy shall be deemed to alter or restrict in any way any rights or obligations of the parties contained in the Existing Agreement. Moreover, to the extent any of the terms of this Privacy Policy conflict with any terms of the Existing Agreement, the terms of the Existing Agreement shall be deemed to supersede the conflicting terms contained herein.

International Users

Our Website and associated services are hosted in the United States. If you are outside of the United States, your information will be processed and stored in the United States and you are consenting to such processing and storage.

Whom Can You Contact For More Information?

If you have any questions, suggestions, or concerns about the Website, Vi, or our services or privacy practices, or if you would like to notify us as to your desire not to be contacted by us or would like to make a disclosure request, please contact us in writing at the address given below.

Vi
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