

Privacy Policy

Updated and Effective: March 5, 2025

This Privacy Policy describes how Palisade Properties and its direct or indirect subsidiaries and affiliates, including Waterfront Apartments (collectively, “Waterfront Apartments,” “we,” “us,” and “our”), use and share information collected via the websites, applications, or features that post a link to this Privacy Policy and at the affiliated branded properties (collectively, the “Services”).

By providing us with information or accessing, using, or otherwise interacting with our Services, you agree to be bound by the terms of this Privacy Policy and the applicable Terms of Use, which govern your use of any Service.

IF YOU DO NOT AGREE TO THE TERMS OF THIS PRIVACY POLICY AND THE TERMS OF USE, DO NOT ACCESS OR USE THE SERVICE OR PROVIDE PERSONAL INFORMATION TO US.

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INFORMATION WE COLLECT

We may collect personal information linked to a specific, identifiable individual (“Personal Information”), such as names, email addresses, postal addresses, phone numbers, payment details, demographic data, and information about your device usage and preferences.

Some of this information may be provided by you directly, by third parties, or collected automatically when you use our Services.

Our Services are intended for a general audience. We do not knowingly collect Personal Information from children younger than 13. If we learn that we have collected Personal Information from a child under 13, we will delete it from our records. If you believe we have inadvertently collected Personal Information from your child, please contact us at staff@palisadeproperty.com.

Information You Provide

You may be required to provide certain information to us (including your Personal Information) when using the Services or engaging with us offline. Refusal to provide requested information may limit your ability to access certain features or participate in promotions.

Community Forums and User Submissions

Any information you submit through public-facing features on our Services may be accessible to other users and third parties. We are not responsible for the actions of others regarding your publicly shared content.

Social Networking Features

If you use social networking features within our Services (e.g., “liking” or “sharing” content), we may collect information about your interactions. These third parties are responsible for their own privacy practices, and we encourage you to review their policies.

Information from Third Parties

We may receive information about you from third-party sources, such as marketing partners and public databases. We may combine this information with data collected through our Services.

Automated Information Collection

We and our third-party service providers may automatically collect certain data when you visit or interact with our Services, including:

- IP address, browser type, and device information
- Usage data, such as time spent on pages and interaction with features
- Location data (if enabled on your device)
- Cookies, web beacons, and embedded scripts to analyze trends and improve our Services

OUR USE OF INFORMATION

We may use the information collected from or about you to:

- Provide and improve our Services
 - Process transactions and verify your identity
 - Send promotional offers or communications
 - Respond to inquiries and provide customer support
 - Prevent fraud and enforce applicable policies
 - Evaluate job applications and comply with legal obligations
 - Serve targeted advertising based on your interests
 - Fulfill any other purpose disclosed at the time of collection
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SHARING OF INFORMATION

We do not sell your Personal Information to third parties. However, we may share your information in the following circumstances:

Third-Party Service Providers

We engage third parties to provide certain services on our behalf, such as hosting, payment processing, and marketing. These providers may access Personal Information to perform their services but are prohibited from using it for other purposes.

Business Transfers

If Waterfront Apartments undergoes a business transition (such as a merger, acquisition, or sale of assets), your information may be transferred to the acquiring entity.

Legal Compliance and Protection

We may disclose information if required by law, to prevent fraud, or to protect the rights and safety of our users.

THIRD-PARTY LINKS & CONTENT

Our Services may contain links to third-party websites or content. We are not responsible for their privacy practices and encourage you to review their policies before providing any information.

ONLINE ADVERTISING AND ANALYTICS PROVIDERS

We may work with third-party advertising and analytics providers that use tracking technologies to collect information about your use of our Services. This data helps us analyze trends and deliver relevant advertisements.

HOW WE RESPOND TO “DO NOT TRACK” SIGNALS

Your browser may allow you to send a “Do Not Track” signal. We currently do not respond to these signals, as there is no industry consensus on how they should be interpreted.

SECURITY

We implement reasonable security measures to protect your information. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute protection against unauthorized access.

CONSENT TO TRANSFER AND STORAGE IN THE UNITED STATES

If you access our Services from outside the United States, your information will be transferred to and processed in the U.S., where data protection laws may differ from those in your country.

UPDATING YOUR PERSONAL INFORMATION AND YOUR CHOICES

You may update or request deletion of your Personal Information by contacting us at staff@palisadeproperty.com. You may also opt out of promotional communications by following the unsubscribe instructions included in our emails.

YOUR CALIFORNIA PRIVACY RIGHTS

California residents may request details regarding the categories of personal data we share with third parties for direct marketing purposes by contacting us at staff@palisadeproperty.com.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically. Any changes will be reflected by the updated “Effective Date.” Your continued use of our Services after any modifications indicates your acceptance of the revised terms.

CONTACT US

If you have any questions or concerns about this Privacy Policy, please contact us at:

Waterfront Apartments

Email: staff@palisadeproperty.com

Address: 633 N Henry St, Madison, WI 53703