

# GEORGIA RENTAL ASSISTANCE PROGRAM

PRIVACY POLICY

AS OF MARCH 2, 2021

## **PRIVACY**

The Georgia Housing and Finance Authority (GHFA) is committed to your right to privacy and takes your privacy seriously. We have very strict privacy policies and we strive to keep your personal and financial information secure. Please note that this Privacy Policy only applies to the GHFA website and not to any other websites that you may access from the Site, each of which may have privacy policies that are materially distinct from this Privacy Policy. This Privacy Policy covers the GHFA treatment of personally identifiable information that the GHFA collects when you are on the GHFA site, and when you use GHFA services. We pledge to hold all information you provide to us in absolute privacy. Only authorized employees may access your information. All employees are required to adhere to our strict privacy policies and any employee who violates the privacy policy is subject to termination and other disciplinary measures, up to being criminally prosecuted for their violation.

**Traffic Data and Information** - Through the combination of both internal and third party tracking code as well as cookies, the following categories of information are tracked when a visitor enters the site: (1) IP address, (2) domain servers, (3) type of computer used to access the Site, (4) types of web browsers (collectively 'Traffic Data'). The GHFA uses such data for general marketing purposes and to help enhance the customer experience on the website. We may use third-party advertising companies to serve ads on our behalf. These companies may employ cookies and action tags also known as single pixel gifs or web beacons to measure advertising effectiveness. Any information that these third parties collect via cookies and action tags is completely anonymous.

**Personal Information** - In order for each customer to access and utilize the GHFA's document products and services, the GHFA requires each customer to provide us with personal information (collectively 'Personally Identifiable Information'). Personally Identifiable Information includes: (i) 'Contact Data' (such as your first and last name, physical street address, city, state, zip code, phone number and email address), (ii) 'Financial Data' (such as your income and employer), (iii) 'Demographic Data' (such as your zip code and gender), and (iv) other 'Legal Data' (such as your rental/lease information, credit information, debt information, expense information and other sensitive information necessary to generate proper documents). This Personally Identifiable Information is necessary to generate the documents created by our software program. Please note that Contact Data and Traffic Data are used to gather general statistics regarding our customers and visitors respectively, to enhance the consumer experience on the website. We may also use demographic data in a manner that does not identify you specifically or allow you to be contacted but does identify certain criteria about our users in general. For example, we may inform third parties about the number of registered users, number of unique visitors, and the pages most frequently browsed. We also use Contact Data such as name, physical address and email address to provide special information and promotions regarding our products or in order to contact the customer regarding an order. Any

Financial Data gathered is used strictly for the purposes of processing or completing the financial transaction for your order.

**Confidentiality and Security of Personal Information** - As stated above, the GHFA will keep your Personally Identifiable Data private, and will not share it with third parties unless you specifically approve of the disclosure, or if the GHFA is required by law to comply with a valid legal requirement such as law, federal regulation, search warrant, subpoena or court order.

**Third Party Websites** - The GHFA may maintain links to other websites. If you choose to visit other websites, we are not responsible for the Privacy Practices or content of those other websites, and it is your responsibility to review the Privacy Policies at those websites to confirm that you understand and agree with their policies.

**Retention of Records** - The GHFA may retain Personally Identifiable Information for a period of seven years in accordance with Federal laws and State requirements.

**User Ability to Update Personally Identifiable Information** - We maintain a procedure to help you confirm your Personal Information remains correct and up-to-date. Once you have created your personal account, you may visit your personal account profile (Collectively 'personal profile') by logging into the Member Home link. Through your personal profile, you are able to review and update your Contact Data. If at any time you wish to delete all of your Personally Identifiable Information from our site, you may contact us at [GaERASupport@dca.ga.gov](mailto:GaERASupport@dca.ga.gov).

**Authorization to share info** - GHFA agrees to maintain the confidentiality of user's information; however, user authorizes the GHFA and its Affiliates and/or lender and/or servicer handling user's rental assistance request to submit user's personal information to entities legally responsible for monitoring any government funded programs for the exclusive purposes of program evaluation and monitoring. This authorization will remain valid until revoked in writing by the user.

**Security** - As our commitment to data security, we strive to make certain that our servers and connections incorporate the latest encryption and security devices. To prevent unauthorized access, we have implemented physical, electronic, and managerial procedures to safeguard and secure the information we collect. Financial and personal information are transmitted to us by secure servers.

**IF FOR ANY REASON YOU BELIEVE THAT YOUR PRIVACY HAS BEEN BREACHED THROUGH THE USE OF OUR SITE, YOU MAY CONTACT US IMMEDIATELY AT [GaERASupport@dca.ga.gov](mailto:GaERASupport@dca.ga.gov).**