

Port Townsend Plaza — Privacy Policy

Last Updated: January 2025

Port Townsend Plaza (“Port Townsend Plaza,” “we,” “our,” or “us”) values your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, share, and protect information when you visit porttownsendplaza.com or otherwise interact with our online services (the “Website”).

By accessing or using the Website, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We collect information in two primary ways:

A. Information You Provide Directly

If you engage with the Website — for example, via contact forms, inquiry or leasing interest forms, event or tenant interest submissions, or email links — you may voluntarily supply:

- Name
- Email address
- Phone number (if provided)
- Organization or company (if applicable)
- Message or inquiry content (e.g., lease interest, questions, comments)
- Other optional information you choose to provide

This information helps us respond to your requests, communicate with you, and route inquiries appropriately.

Unless you explicitly opt in, your information will **not** be used for marketing or advertising outreach beyond responding to your request.

B. Automatically Collected Information

When you visit or use the Website, we may automatically gather technical and usage data, including:

- IP address (possibly anonymized or truncated when feasible)
- Browser type, device type, and operating system
- Pages visited, date/time, session duration, and navigation paths
- Referring website or search engine
- Click behavior and aggregate site usage statistics

We collect this through first-party cookies and privacy-focused analytics tools. We do **not** employ third-party advertising trackers, retargeting pixels, or behavioral profiling — unless explicitly disclosed and consented.

2. Use of Collected Information

We use the collected information for these purposes:

- To respond to your inquiries, leasing or tenant interest, or messages
- To provide information about leasing, events, or Plaza services
- To maintain and operate the Website (site performance, security, analytics, troubleshooting)
- To monitor aggregated visitor behavior to understand and improve user experience
- To comply with legal obligations or protect our rights, property, or users

We do **not** use personal information for unsolicited marketing, behavioral advertising, or data resale — unless we obtain explicit consent.

3. Sharing and Disclosure of Information

We may share your information under limited circumstances:

A. Service Providers & Vendors

We may share information with trusted third-party providers who help with:

- Web hosting and site maintenance
- Analytics and performance monitoring
- Security and technical support
- Email or contact-form processing

These vendors are contractually obligated to use your data only to provide their services and are prohibited from using it for their own marketing or data resale.

B. Legal Compliance & Protection

We may disclose personal information if required by law or to:

- Respond to lawful government or court requests
- Protect rights, safety, or property of Port Townsend Plaza or its users
- Prevent fraud, abuse, or security breaches

C. Business Transfer or Corporate Change

If Port Townsend Plaza undergoes a merger, acquisition, restructuring, or sale of assets, user data may be transferred under confidentiality protections.

D. With Your Consent

We may share or disclose information in other ways if you explicitly authorize it.

4. Cookies & Tracking Technologies

We use minimal, privacy-centered cookies and tracking tools for:

- Essential website functions (forms, navigation, security)
- Aggregated analytics and performance monitoring
- Session or form submission functionality, if applicable

We do **not** use tracking cookies for targeted advertising or behavioral profiling — unless explicitly stated and consented.

You may disable cookies via your browser settings. However, some Website features may be limited as a result.

5. Data Retention

We retain personal information only as long as necessary to:

- Fulfill the purpose for which it was collected (e.g., respond to your inquiry)
- Support ongoing communications or legitimate business operations

- Comply with legal or regulatory retention requirements

Once information is no longer needed, we will securely delete or anonymize it unless required for compliance or records.

6. Your Rights (If Applicable: California & U.S.)

If you are subject to privacy laws such as the **California Consumer Privacy Act (CCPA)** or other applicable regulations, you may have certain rights, including:

- **Right to Know** — You can request what personal information we have collected about you, the sources, purposes, and any disclosures.
- **Right to Delete** — You can request deletion of your personal data, subject to certain exceptions.
- **Right to Correct** — You can ask to correct inaccurate personal information.
- **Right to Opt-Out of Sale or Sharing** — We do **not** sell or share personal information for advertising; but you retain the right to request that we not sell or share data in the future.
- **Right to Limit Use of Sensitive Personal Information** — We do not collect or use sensitive personal information for profiling or marketing.
- **Right to Non-Discrimination** — Exercising your rights will not result in denial of services or decreased access.

How to Submit a Request

You can contact us via:

Hall Equities Group

Address: 150 North Wiget Lane, Suite 250, Walnut Creek, CA 94598

Phone: 925-933-4000

Email: info@hallequitiesgroup.com

We may require identity verification before processing requests. Authorized agents may act on your behalf with proper documentation.

7. Data Security

We implement reasonable administrative, technical, and organizational safeguards to protect your information, including:

- Secure hosting and server environments
- Encryption where appropriate
- Access controls and limited access to data
- Monitoring and routine security audits

However, no system is completely secure — by using the Website, you acknowledge inherent risks.

8. Children's Privacy

The Website is intended for adults and general users. We do **not** knowingly collect personal information from children under 16.

If you believe a child under 16 has submitted personal data to us, please contact us at the email below — we will delete their data promptly.

9. Third-Party Links & External Websites

The Website may contain links to external websites or services (e.g., leasing platforms, community resources, partner businesses).

We are **not responsible** for the privacy practices, content accuracy, or security of those third-party sites.

We encourage you to review their privacy policies prior to interacting or submitting personal data.

10. Limitation of Liability

To the fullest extent permitted by law:

- Port Townsend Plaza and its affiliates, staff, and agents are **not** liable for any damages resulting from unauthorized access, data breaches, technical failures, or events beyond our control.
- We **cannot** guarantee continuous operation or error-free performance of the Website.
- Your use of the Website — and any information or actions resulting from it — is at your own risk.

These limitations do not affect rights you may have under governing privacy laws.

11. Changes to This Privacy Policy

We may modify this Privacy Policy as needed to reflect changes in laws, business practices, or features of the Website.

When updates occur, we will update the “Last Updated” date.

Your continued use of the Website after updates constitutes acceptance of the revised Policy.

12. Contact Information

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact:

Hall Equities Group

Address: 150 North Wiget Lane, Suite 250, Walnut Creek, CA 94598

Phone: 925-933-4000

Email: info@hallequitiesgroup.com