

License Plate Recognition (LPR) Policy

The Collection at RiverPark

What LPR Is

License Plate Recognition technology (“LPR System” or “LPR”) utilizes cameras and related processes to capture and store digital images of vehicle license plates. The system uses character recognition algorithms to identify license plate characters and create a searchable computerized database.

LPR System data (“LPR Data”) includes license plate number information as well as the date, time, and location where the information was collected.

Using LPR

Various laws govern how LPR Systems may be used by businesses and law enforcement. This LPR Policy applies solely to **The Collection at RiverPark**, including its ownership, management, employees, contractors, and agents (collectively, “The Collection,” “We,” “Us,” or “Our”).

Purpose of This LPR Policy

This LPR Policy (“Policy”) outlines how We use the LPR System and how We collect, access, process, store, secure, retain, and share LPR Data in compliance with applicable federal, state, and local laws.

Applicability of This Policy

This Policy applies only to LPR Systems deployed at The Collection at RiverPark and to LPR Data within Our possession or control.

LPR Data held by third parties (including vendors or law enforcement agencies) is subject to their respective policies. Any third-party LPR data We receive will be handled in accordance with this Policy, applicable law, and any applicable third-party instructions.

Purpose of Collecting LPR Data

We use LPR technology to capture and analyze license plate data to support operational, safety, and management needs.

LPR Data may be used to:

- Monitor vehicle activity on the property
 - Support parking operations and compliance
 - Improve traffic flow and site efficiency
 - Enhance customer and tenant experience
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How We Use LPR Data

We may use LPR Data to:

1. Identify vehicles associated with violations or unauthorized activity
 2. Support parking enforcement and compliance
 3. Assist with locating vehicles when requested
 4. Monitor space utilization and traffic patterns
 5. Respond to law enforcement requests or valid legal processes
 6. Investigate incidents or security concerns
 7. Generate internal operational reports and analytics
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Restricted Uses

We do not make LPR Systems or LPR Data available for personal, non-business use.

LPR Data will not be used to harass, intimidate, or discriminate against any individual or group.

Management of the LPR System

The LPR System may be installed and supported by trusted third-party service providers. These providers are responsible for safeguarding LPR Data within their systems, including collection, security, and retention practices.

Training

Authorized users (employees or contractors) must receive training before accessing the LPR System or data. Training may include:

- Applicable laws and compliance requirements
- Proper system operation
- Data security and access protocols

Refresher training may be conducted periodically.

Access

Access to LPR Data is limited to authorized personnel with a legitimate operational need, such as:

- Property management
- Security personnel
- Operations staff
- IT personnel

Periodic audits are conducted to ensure proper use.

What LPR Data Is Collected

The LPR System may collect:

- License plate images
- License plate numbers
- State of registration

- Date and time
 - Location
 - Related system or transaction data
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Data Storage & Retention

LPR Data may be stored by third-party providers and/or within Our systems as needed for operational purposes.

Retention periods may vary depending on operational needs, system capacity, legal requirements, or security considerations. Data may be deleted or overwritten when no longer needed unless required for legal, investigative, or business purposes.

LPR records typically consist of alphanumeric license plate data with time and location information and do not directly identify individuals.

Security

We implement administrative, technical, operational, and physical safeguards to protect LPR Data, including:

Administrative

Operational

Physical

Technical

If a data breach occurs, notifications will be made in accordance with applicable law.

Quality Assurance

Because LPR systems use automated recognition, errors may occasionally occur.

We take reasonable steps to:

- Correct inaccuracies when identified
- Remove improperly collected data

- Ensure data is used appropriately
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Releasing LPR Data

We do not sell or share LPR Data for marketing or promotional purposes.

LPR Data may only be shared:

- As necessary for operations
 - With authorized service providers bound by confidentiality obligations
 - As required by law or legal process
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LPR Data Requests from Third Parties

LPR Data may be provided to law enforcement or government agencies when:

- Required by subpoena, warrant, or court order
- Requested through legitimate legal channels

All third-party requests are subject to internal review and approval.

Enforcement

Violation of this Policy may result in disciplinary action, including termination of access or employment/contract.

Changes to This Policy

This Policy may be updated periodically to reflect operational, legal, or technological changes. Updates may apply to previously collected data where permitted by law.

Dispute Resolution (Arbitration)

Any disputes arising from this Policy shall be resolved through binding individual arbitration, where legally permitted, rather than jury trials or class actions. Additional procedural details may be provided upon request.

Contact Information

For questions regarding this Policy, please contact:

The Collection at RiverPark Management

2751 Park View Court, Suite 261; Oxnard, CA 93036

Ph: 805.988.7527 Email: riverpark@centercal.com