RENT*Café* News

GDPR Guide

May 2018

YARDI

# 1. Single or Double 'Opt In' Functionality

With the new 10.8 RENT*Café* release, we will be offering a new email "Opt in" functionality at Prospect, Applicant and Resident stages. This includes the option to double opt in with email confirmation.

Page Narratives Settings [Property Level]

For the Single opt in to be enabled and to see the marketing email checkbox, you must set custom text for the page narratives on any of the following pages.
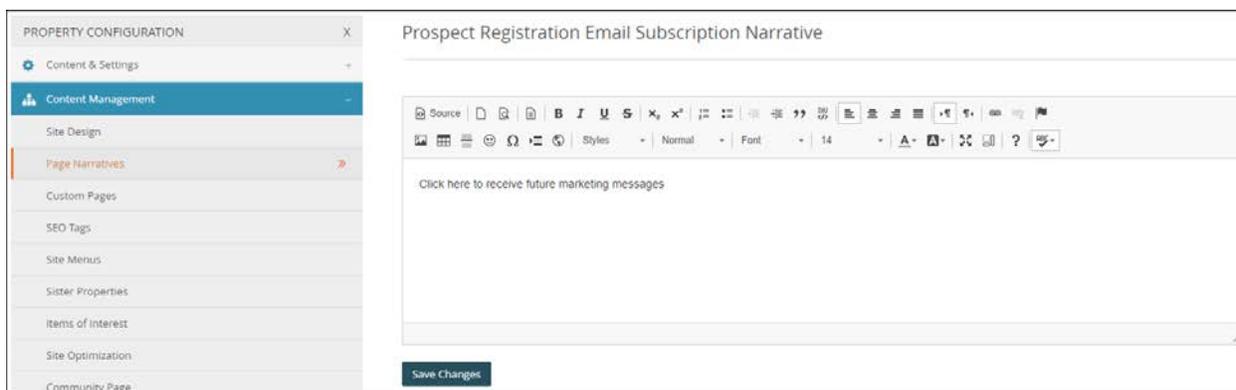
Contact Us

Property → Content Management → Page Narratives → Online Leasing → Contact Us Email Subscription
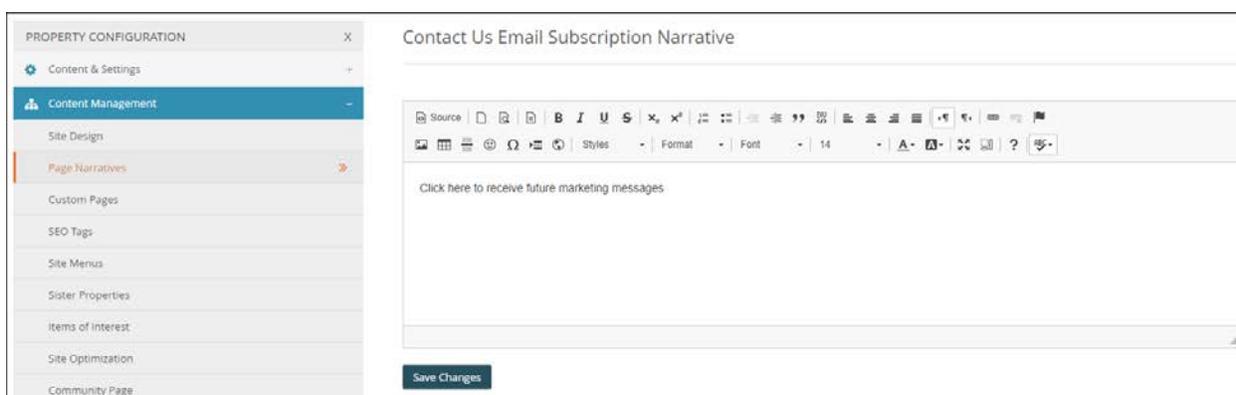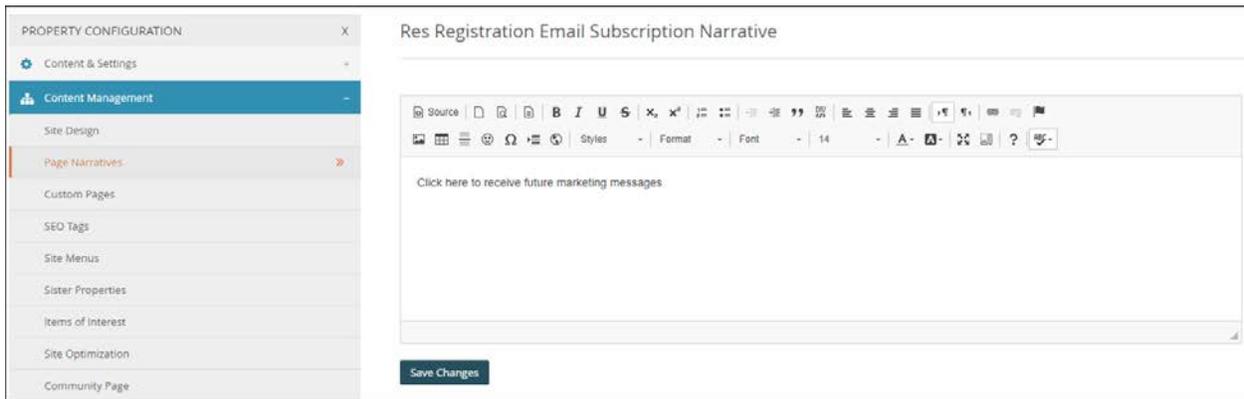

Prospect Portal Registration

Property → Content Management → Page Narratives → Online Leasing → Prospect Registration Email Subscription
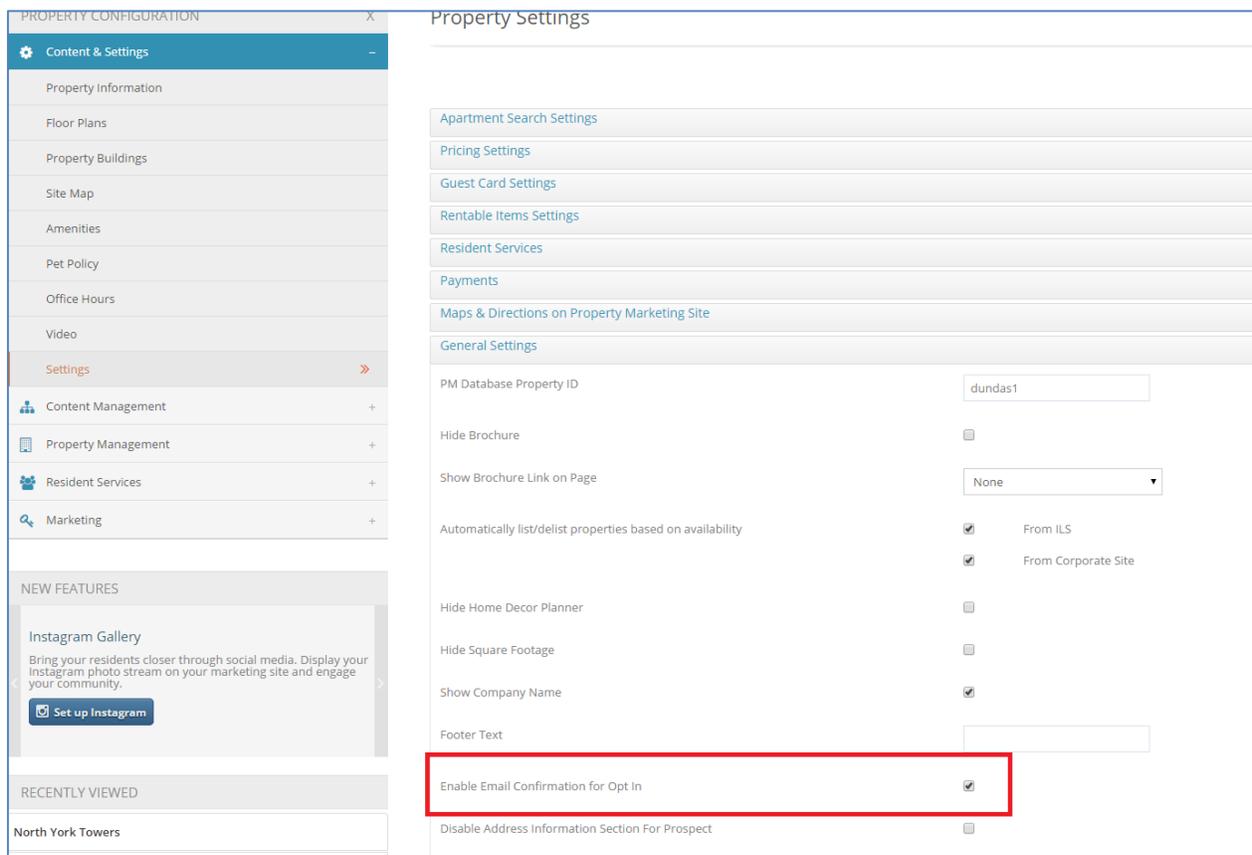

Resident Portal Registration

Property → Content Management → Page Narratives → Resident Portal → Res Registration Email Subscription

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The Double Opt In settings can be enabled by flagging the "Enable Email Confirmation for Opt In" checkbox.
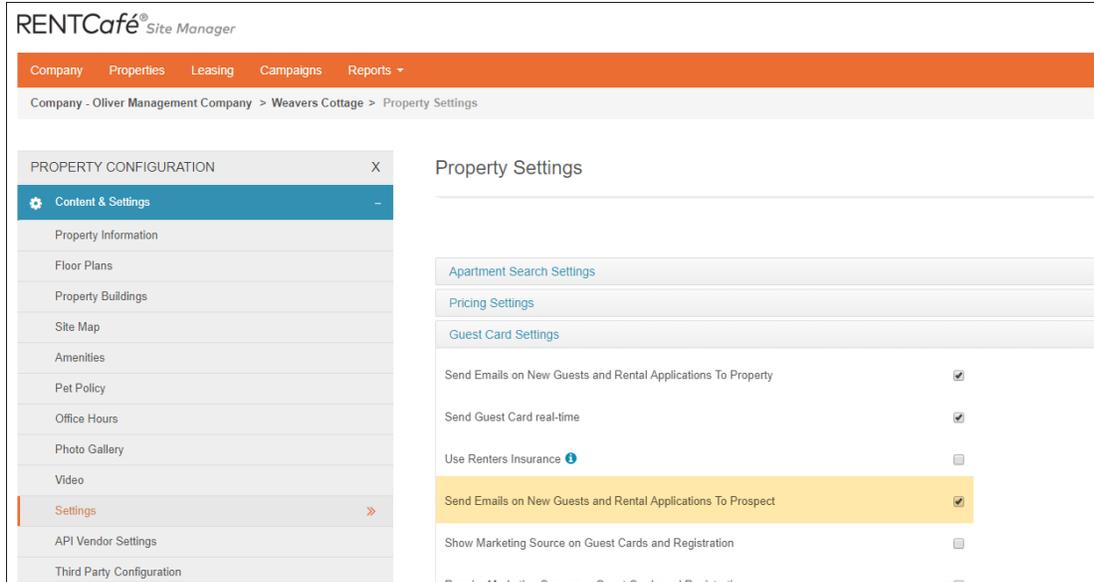
Property → Content & Settings → Settings → General Settings

Send Emails on New Guests and Rental Application To Prospect

For prospects to receive an email autoresponder, the following checkbox must be flagged under Guest Card Settings.

Property → Content & Settings → Settings → Guest Card Settings

Opting In for Ad-hoc Emails

Individuals can Opt In to RENTCafé ad-hoc emails sent through Site Manager's Email Management tool by flagging the checkbox on any of the pages below – Contact Us, Prospect Portal Registration, Resident Portal Registration.

Prospects and Residents can also Opt Out of RENTCafé ad-hoc emails by selecting the link "Click Here to Stop Receiving Marketing Emails.'

CONTACT US

How can we help you?

First Name*   Last Name*

Email*

Phone Number*

Postal Code

Message*

☐ Click here to receive future marketing messages

Click here to stop receiving marketing messages.

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

SEND MY MESSAGE

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START **YOUR APPLICATION**

First Name*

Last Name*

Email*

Password*

Phone

☐ Click here to receive future marketing messages

Click here to stop receiving marketing messages.

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

CREATE MY ACCOUNT

By creating your account you are agreeing to the Terms and Conditions and Privacy Policy

Already have an account? Log in

USER REGISTRATION

PERSONAL DETAILS

First Name*

Last Name*

Registration Code ❓*

ACCOUNT INFORMATION

Email*

Password*   Weak Medium Strong

Confirm Password*

Security Question*   What was your first pet's na ▾

Security Answer*

USER VERIFICATION

☐ I'm not a robot   reCAPTCHA
                           Privacy - Terms

☐ Click here to receive future marketing messages

Click here to stop receiving marketing messages.

☐ I have read and accept the Terms and Conditions

Register

Upon clicking on the 'Submit' button, a 'Thank you!' message will appear.

CONTACT **US**

THANK YOU!

Your Information has been received. We will contact you shortly.

(Customisable Message)

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This message can also be customised in Site Manager via the Page Narratives.

Property → Content Management → Page Narratives → Online Leasing → Contact Us Success

The prospect or resident will receive the following email and will need to click on the link to confirm their subscription to ad-hoc emails. This is the 'Double Opt In' functionality.

Once the prospect or resident clicks the link in the email, the following confirmation message will display, confirming that the user has been subscribed to the ad-hoc emails. This message is also customisable in Site Manager on the following page:

Property → Content Management → Page Narratives → Property → Email Opt In Message

Thank you. You have now been added to the mailing list.
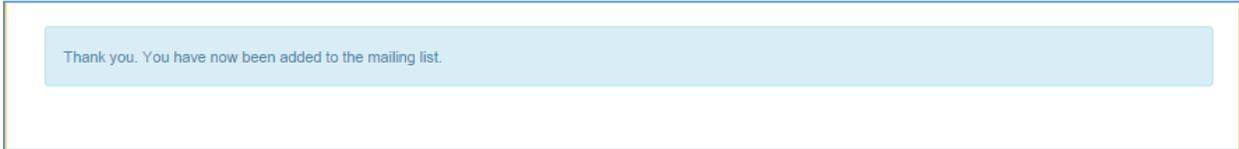
If the prospect or resident clicks the link in the email more than once, the following notification will be display in a browser. This message is also customisable in Site Manager on the following page:
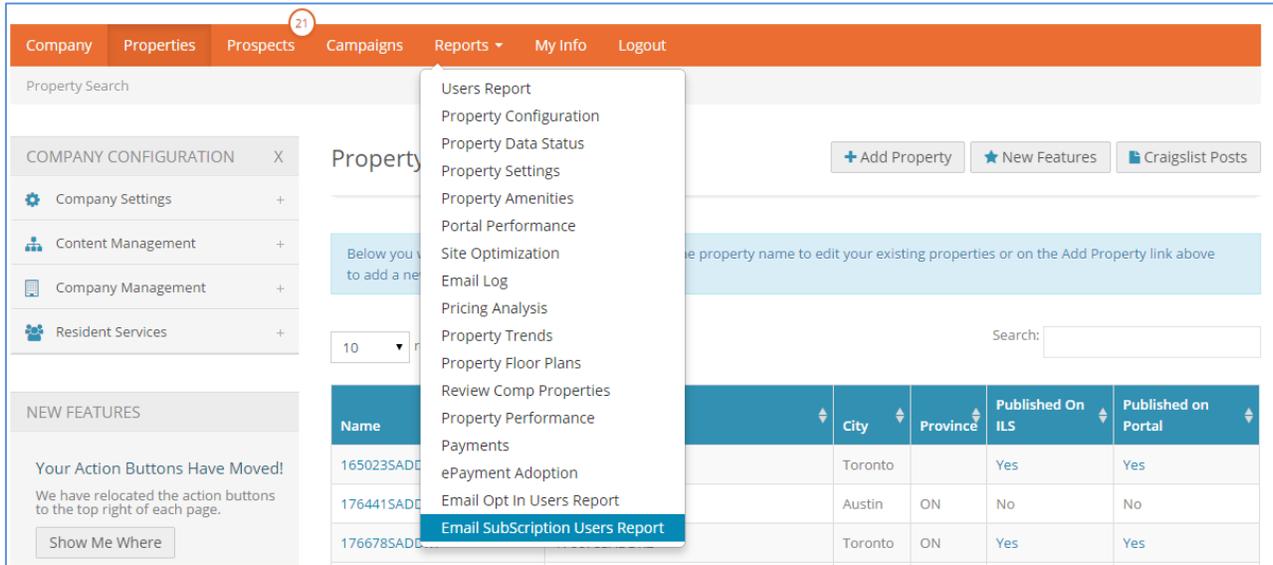
Property → Content Management → Page Narratives → Property → Already Opted Email Opt In Message

You have already been added to the mailing list.
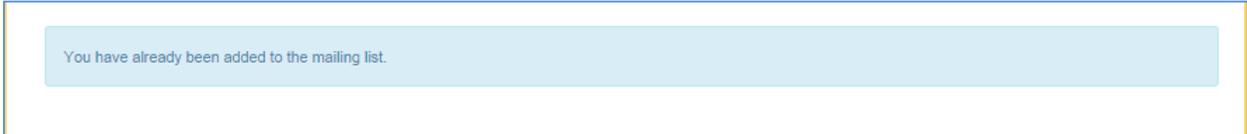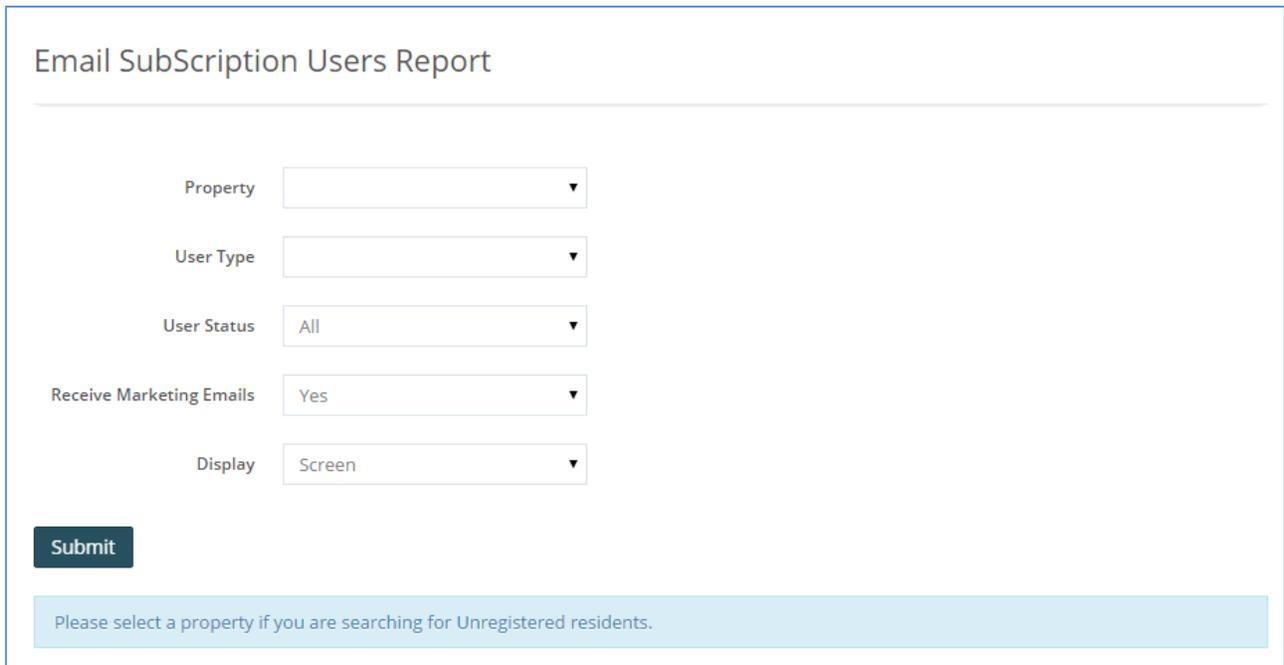
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Viewing the Email Subscription Users Report

The report can be retrieved under the Email Subscription Users Reports on the Reports menu item.

Reports → Email → Email Subscription Users Report

2. Yardi Will 'Opt out' your Existing Residents and Prospects

In RENT*Café* today, an individual that registers as a prospect or resident is automatically "opted in" for ad-hoc emails from RENT*Café*. The individual can "opt out" within their "Profile" section on the top right hand side of either their prospect or resident portal.

During the RENT*Café* 10.8 upgrade process (unless otherwise specified in advance), Yardi will automatically "opt out" all of your residents and prospects.

Resident Portal

1. Resident logs into their Resident Portal
2. Select the 'Profile' button on the top right corner
3. Select the 'Edit Profile' button
4. Flag the following checkbox to opt in and 'subscribe to email notifications'

Prospect Portal

1. Prospect logs into their Prospect Portal
2. Select the 'My Profile' button on the top right corner
3. Select the 'Update Account' button
4. Flag the following checkbox to opt in and 'subscribe to email notifications'

ACCOUNT INFORMATION

Please note that changing your account information will update all of the in-progress applications.

First Name*

RENTCafe

Last Name*

Test

Phone*

(098) 766-5432

Alt. Phone

☑ Subscribe to email notifications ❓

* Required Field

Update

3. Right to Erasure ('Right To Be Forgotten')

Any Right to erasure "right to be forgotten" functionality or archiving of personal information is currently **manual** (i.e. overtyping of the personal information).

Any manual change should first be completed within Voyager. Changes will update immediately within RENT*Café.* Please confirm that any changes made within Voyager are reflected within RENT*Café*.

Note: consideration should be given to personal information held within a custom table.

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4. Data Requests

Yardi will look to incorporate a report within Voyager in the instance that an individual has a "Data Request".

5. Veri-Check

If you are configured to use Veri-Check for screening submitted applications, the following personal information is passed to Veri-Check:
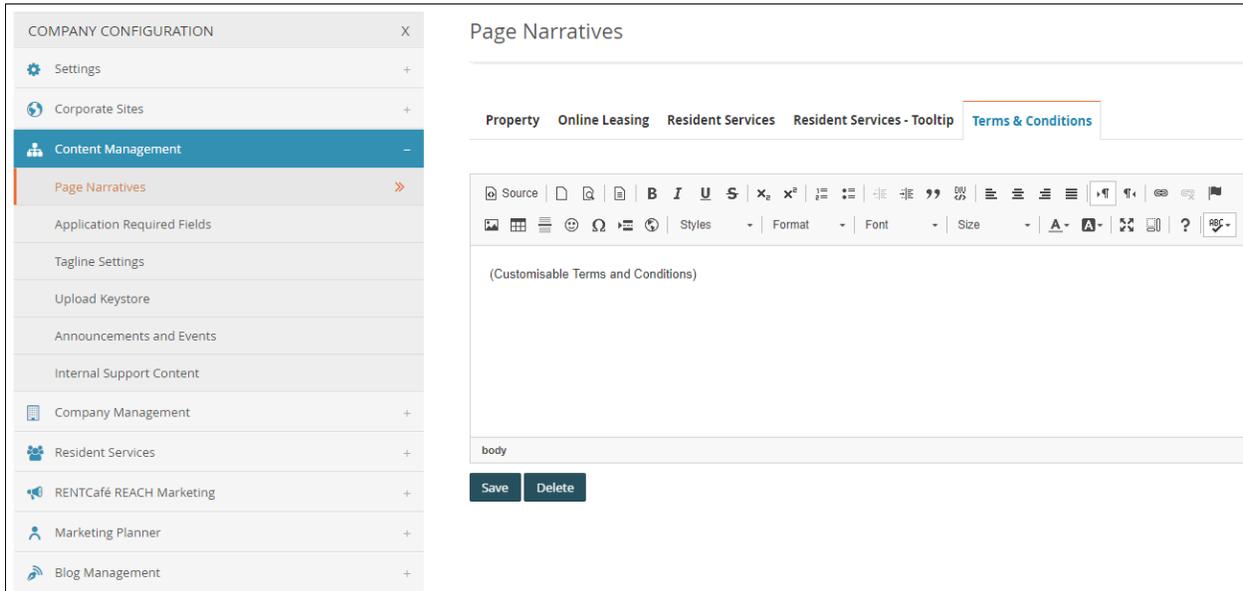
- Address the prospect is applying for
- Rental amount
- Rental period i.e. per calendar month
- Move-in date
- Term
- Prospect name, telephone numbers, and email address
- Additional applicants details will be listed too

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6. Terms & Conditions / Cookie Policy / Privacy Policy

With the new 10.8 RENT*Café* release, an ''Opt in'' Cookie message we will be displayed.

Terms & Conditions can be seen on applicant & resident registration pages and are configurable in Site Manager at the Company or Property level.

Content Management → Page Narratives → Terms & Conditions

USER REGISTRATION

PERSONAL DETAILS

First Name*

Last Name*

Registration Code ❓*

ACCOUNT INFORMATION

Email*

Password*   Weak Medium Strong

Confirm Password*

Security Question*   What was your first pet's na ▼

Security Answer*

USER VERIFICATION

☐ I'm not a robot   reCAPTCHA
                                  Privacy - Terms

☐ Click here to receive future marketing messages

Click here to stop receiving marketing messages.

☐ I have read and accept the Terms and Conditions

Register

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START **YOUR APPLICATION**

First Name*

Last Name*

Email*

Password*

Phone

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Click here to stop receiving marketing messages.

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

CREATE MY ACCOUNT

By creating your account you are agreeing to the Terms and Conditions and Privacy Policy

Already have an account? Log in

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7. Processing data outside of the Yardi Cloud

Please be mindful of the following:

Data that is extracted from the Yardi Cloud, such as information housed in spreadsheets and trackers in shared folders, and consider where and how it is stored and shared. As a best practice, ETL's should always be sent over SFTP.

Email address that are downloaded from RENT*Café* to create mailshots are housed outside of RENT*Café*. As a best practice, the 'Email Management' tool within RENT*Café* Site Manager should be used instead of an external tool.

Using Voyager 'Correspondence Management' or RENT*Café* 'Autoresponders', it is acceptable to send email correspondence directly to tenants and prospects (i.e. arrears, letters, notices, etc.) as these are not classified as marketing communication.

8. GDPR Contract Addendum

If you require a GDPR Contract Addendum, please contact your Yardi Account Manager.

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