

RENTCafé®

News Bulletin – Yardi EU

RENTCafé News

GDPR Guide

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May 2018

1. Single or Double ‘Opt In’ Functionality

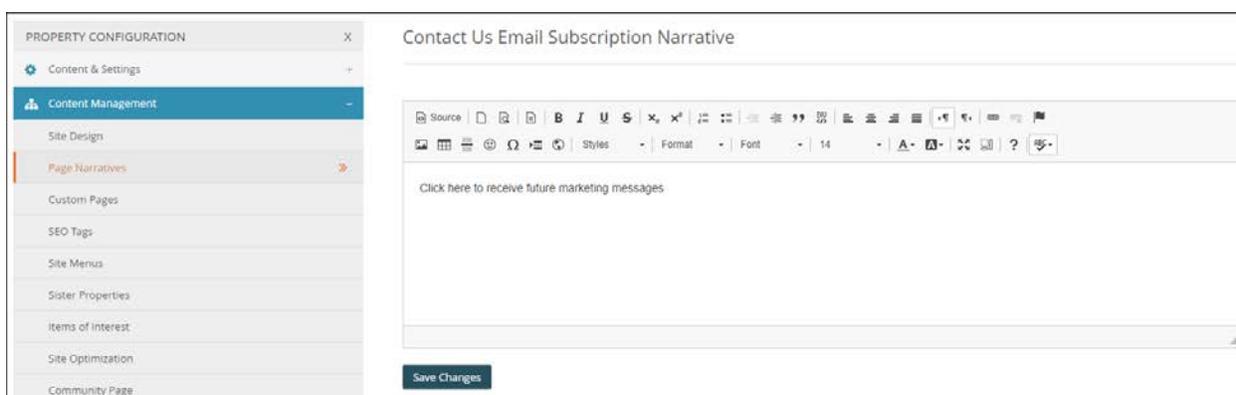
With the new 10.8 RENTCafé release, we will be offering a new email “Opt in” functionality at Prospect, Applicant and Resident stages. This includes the option to double opt in with email confirmation.

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.

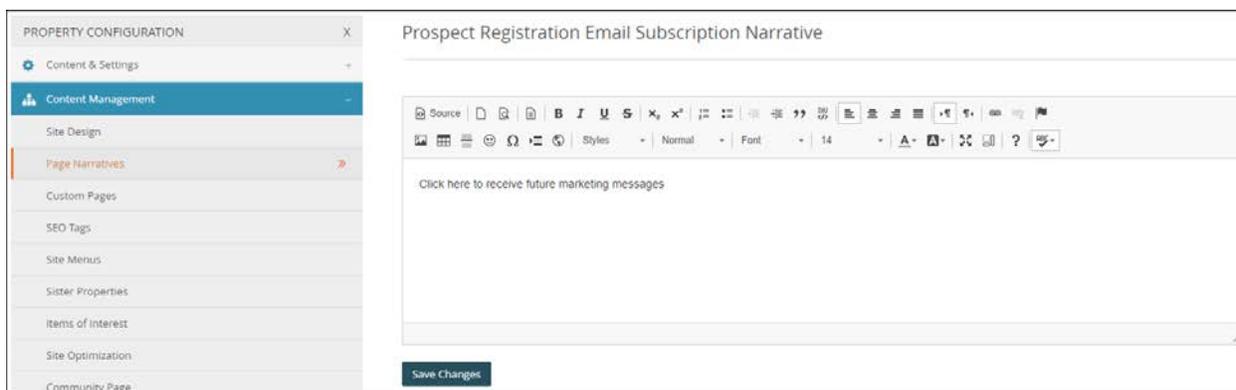
Contact Us

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



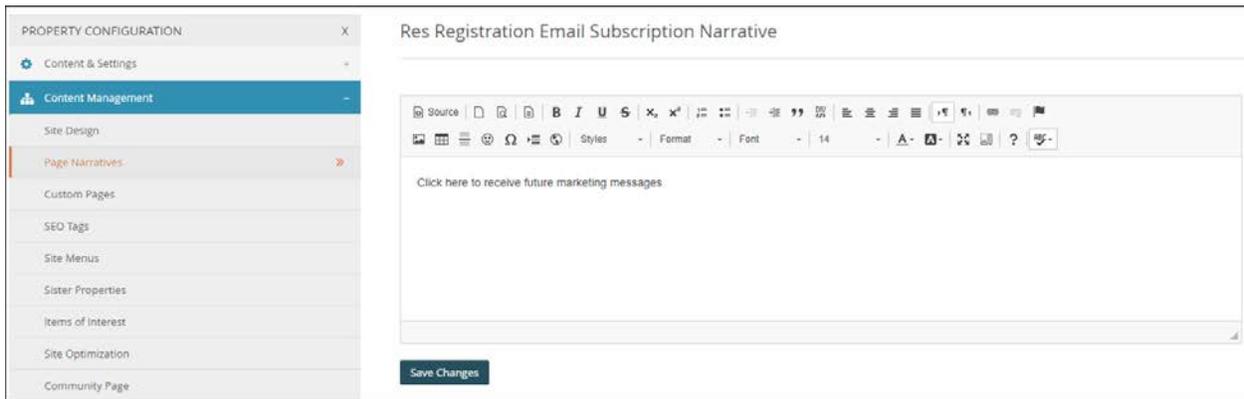
Prospect Portal Registration

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



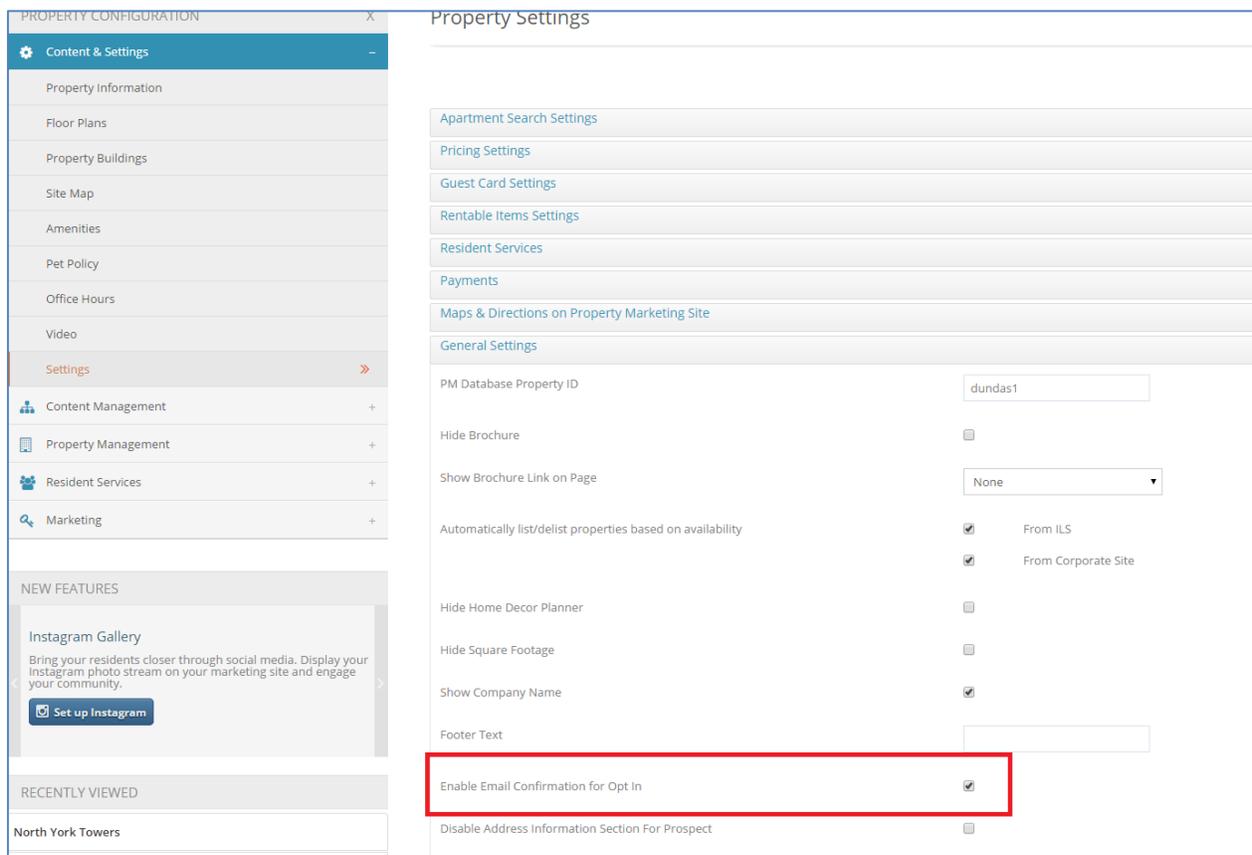
Resident Portal Registration

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



The Double Opt In settings can be enabled by flagging the “Enable Email Confirmation for Opt In” checkbox.

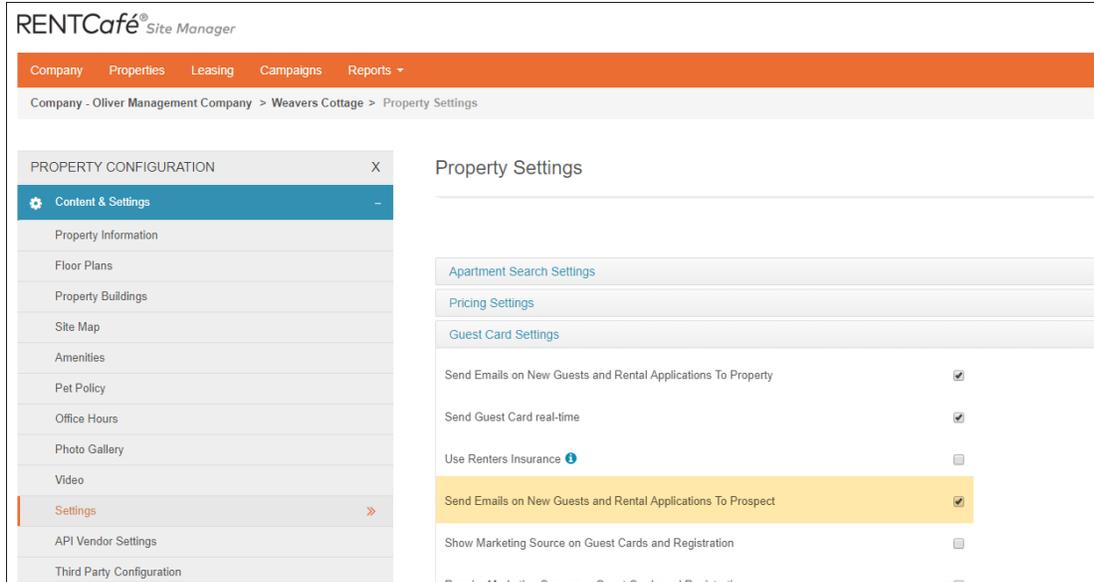
Property → Content & Settings → Settings → General Settings



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?

[Click here to receive future marketing messages](#)

[Click here to stop receiving marketing messages.](#)

I'm not a robot 
reCAPTCHA
[Privacy](#) - [Terms](#)

START YOUR APPLICATION

Click here to receive future marketing messages

Click [here](#) to stop receiving marketing messages.

I'm not a robot



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](#)

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

CONTACT US

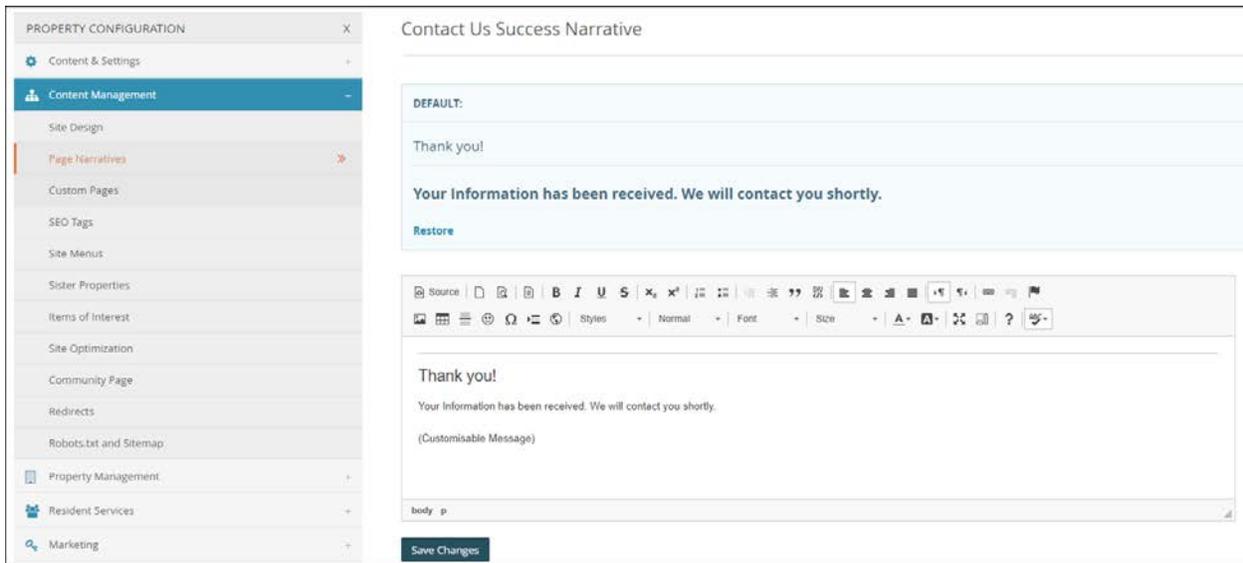
THANK YOU!

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

(Customisable Message)

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

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



PROPERTY CONFIGURATION X

- Content & Settings +
- Content Management -**
- Site Design
- Page Narratives >
- Custom Pages
- SEO Tags
- Site Menus
- Slider Properties
- Items of Interest
- Site Optimization
- Community Page
- Redirects
- Robots.txt and Sitemap
- Property Management +
- Resident Services +
- Marketing +

Contact Us Success Narrative

DEFAULT:

Thank you!

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

[Restore](#)

Source [Icons] Styles: Normal Font Size [Icons]

Thank you!

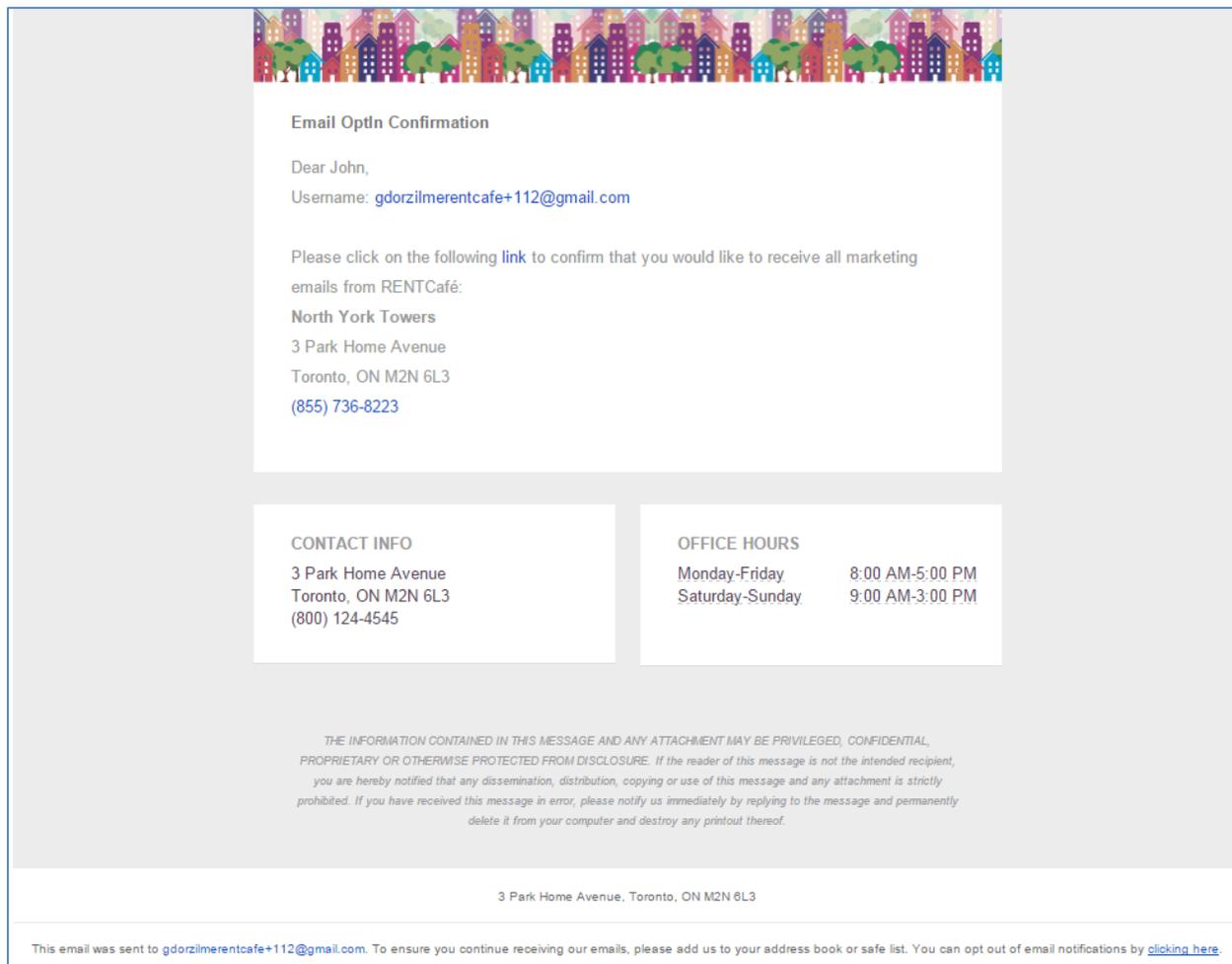
Your Information has been received. We will contact you shortly.

(Customisable Message)

body p

[Save Changes](#)

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.



Email OptIn Confirmation

Dear John,

Username: gдорzilmerentcafe+112@gmail.com

Please click on the following [link](#) to confirm that you would like to receive all marketing emails from RENTCafé:

North York Towers
3 Park Home Avenue
Toronto, ON M2N 6L3
[\(855\) 736-8223](tel:(855)736-8223)

CONTACT INFO 3 Park Home Avenue Toronto, ON M2N 6L3 (800) 124-4545	OFFICE HOURS Monday-Friday 8:00 AM-5:00 PM Saturday-Sunday 9:00 AM-3:00 PM
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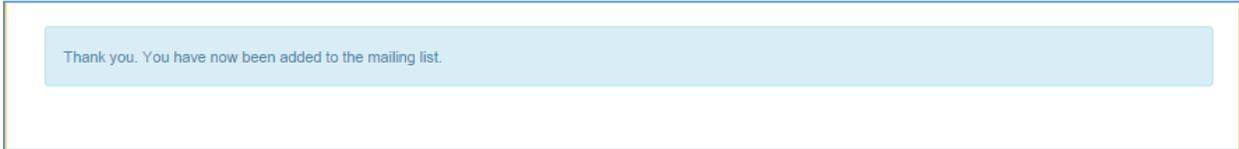
THE INFORMATION CONTAINED IN THIS MESSAGE AND ANY ATTACHMENT MAY BE PRIVILEGED, CONFIDENTIAL, PROPRIETARY OR OTHERWISE PROTECTED FROM DISCLOSURE. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, copying or use of this message and any attachment is strictly prohibited. If you have received this message in error, please notify us immediately by replying to the message and permanently delete it from your computer and destroy any printout thereof.

3 Park Home Avenue, Toronto, ON M2N 6L3

This email was sent to gдорzilmerentcafe+112@gmail.com. To ensure you continue receiving our emails, please add us to your address book or safe list. You can opt out of email notifications by [clicking here](#).

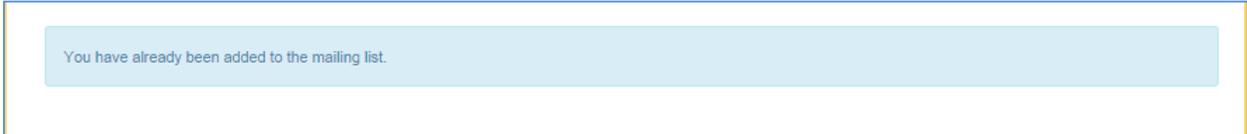
Once the prospect or resident clicks the link in the email, the following confirmation message will display, confirming that the user has been subscribed to the ad-hoc emails. This message is also customisable in Site Manager on the following page:

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



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:

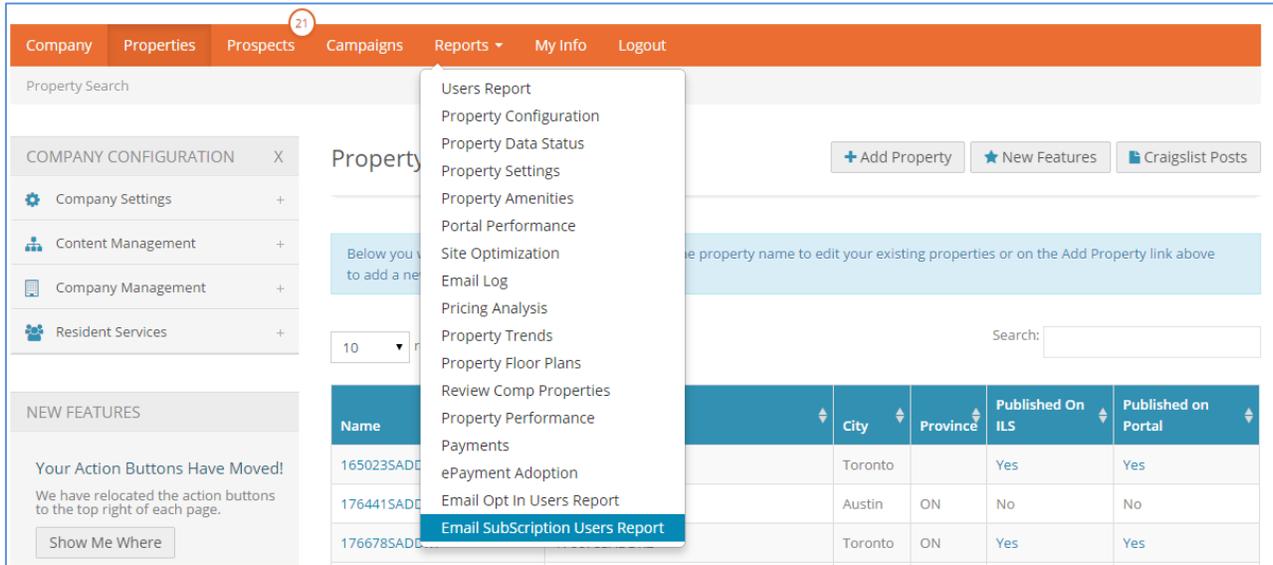
Property → Content Management → Page Narratives → Property → Already Opted Email Opt In Message



Viewing the Email Subscription Users Report

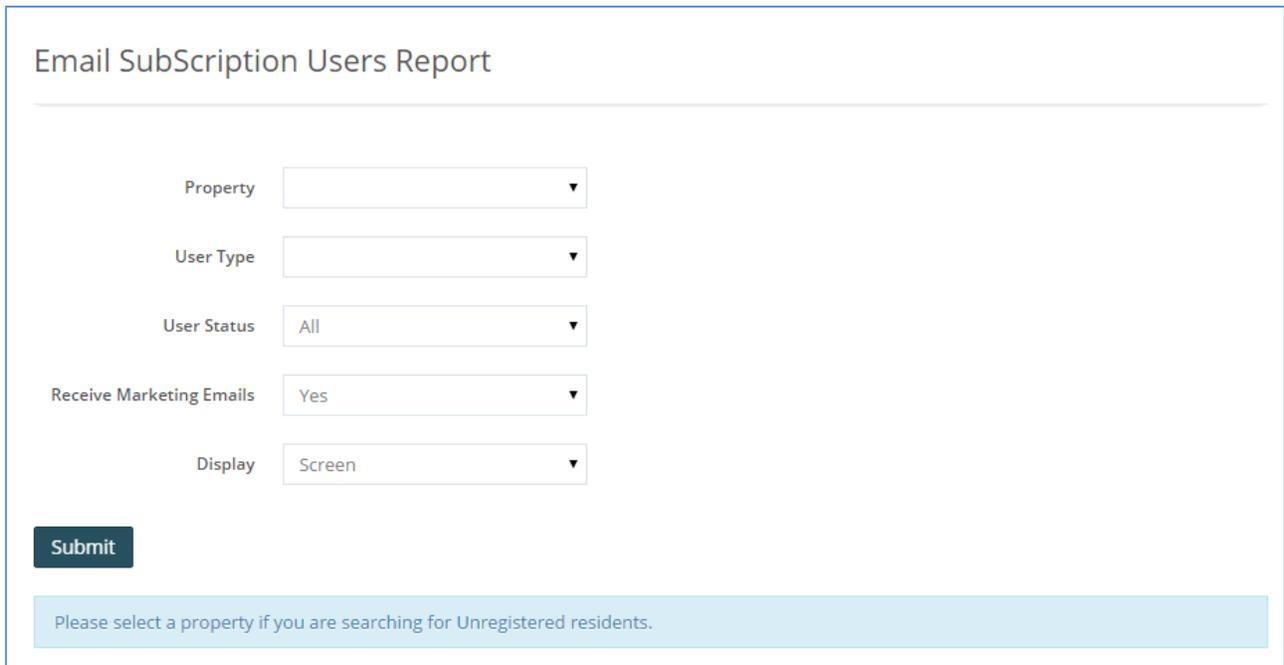
The report can be retrieved under the Email Subscription Users Reports on the Reports menu item.

Reports → Email → Email Subscription Users Report



The screenshot shows the Yardi application interface. The top navigation bar includes 'Company', 'Properties', 'Prospects', 'Campaigns', 'Reports', 'My Info', and 'Logout'. The 'Reports' dropdown menu is open, listing various report categories. 'Email Subscription Users Report' is highlighted in blue. Below the menu, a table displays property data with columns for Name, City, Province, Published On ILS, and Published on Portal.

Name	City	Province	Published On ILS	Published on Portal
165023SAD	Toronto		Yes	Yes
176441SAD	Austin	ON	No	No
176678SAD	Toronto	ON	Yes	Yes



The screenshot shows the 'Email Subscription Users Report' filter form. It includes five dropdown menus for filtering the data: Property, User Type, User Status, Receive Marketing Emails, and Display. A 'Submit' button is located below the filters. A light blue message box at the bottom states: 'Please select a property if you are searching for Unregistered residents.'

Property:

User Type:

User Status: All

Receive Marketing Emails: Yes

Display: Screen

Submit

Please select a property if you are searching for Unregistered residents.

2. Yardi Will ‘Opt out’ your Existing Residents and Prospects

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

During the RENTCafé 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’

RESIDENT PORTAL

PAYMENTS
 LEASE ▾
 MAINTENANCE REQUEST

Profile

Logged in as: Julius Keys - 910 Constitution Drive 1104

MY PROFILE [Edit Profile](#) [Change Password](#)

JULIUS KEYS *(Primary Resident)*

910 Constitution Drive 1104
Unit #1104
Durham, NC 27705

Email: **dennisrentcafe+928@gmail.com**

Home: _____

Office: _____

FAX: _____

LEASE INFORMATION

Move In Date	4/30/2009
Lease From Date	11/1/2011
Lease To Date	4/30/2017

VEHICLE INFORMATION

No vehicle information

USER SETTINGS

Bulletin Board Display Name	Julius Keys
Bulletin Board Email Notifications	No Digest
Bulletin Board - Allow Personal Messages	No
Subscribe to Email Notifications	Yes
Subscribe to Voice Calls	No
Mobile Phone Number for Texts	
Allow Text (SMS) Notifications	No
Statement Options	

11 | Page

[HOME](#) | [PAYMENTS](#) | [LEASE](#) | [MAINTENANCE REQUEST](#)






Logged in as: Julius Keys - 910 Constitution Drive 1104

MY PROFILE

Email:

Office:

Home:

FAX:

Bulletin Board Display Name:

Bulletin Board Email Notifications:

Allow personal messages from Bulletin Board:

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'

ONLINE APPLICATION

[Email](#) | [Quote](#) | [Summary](#) | [Alerts](#) | Hi, RENTCafe ▲

My Profile

[My Accounts](#)

[Logout](#)

ACCOUNT INFORMATION

First Name	RENTCafe
Last Name	Test
Phone	(098) 766-5432
Alt. Phone	
Email	dennisrentcafe+0510185@gmail.com

Subscribe to email notifications

ACCOUNT INFORMATION

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

First Name*

Last Name*

Phone*

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 RENTCafé. Please confirm that any changes made within Voyager are reflected within RENTCafé.

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

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:

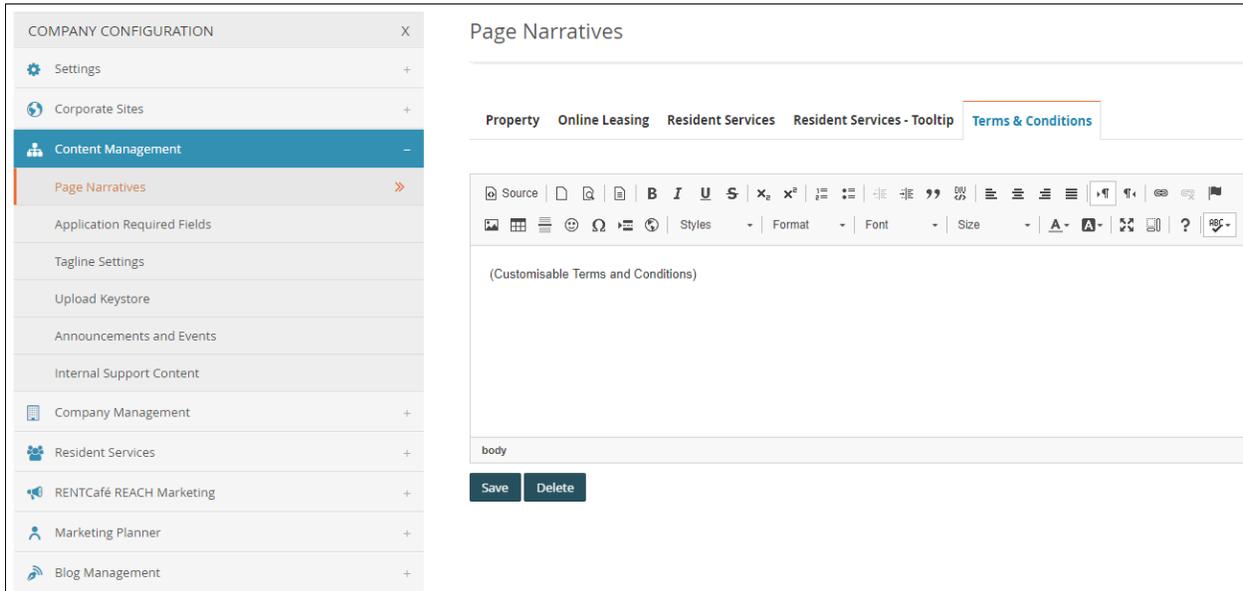
- Address the prospect is applying for
- Rental amount
- Rental period i.e. per calendar month
- Move-in date
- Term
- Prospect name, telephone numbers, and email address
- Additional applicants details will be listed too

6. Terms & Conditions / Cookie Policy / Privacy Policy

With the new 10.8 RENTCafé 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



The screenshot displays the RENTCafé Site Manager interface. On the left is a navigation sidebar with a tree structure. The main content area is titled 'Page Narratives' and shows a configuration page for 'Terms & Conditions'. The sidebar includes the following items:

- COMPANY CONFIGURATION (with a close 'X' icon)
- Settings (+)
- Corporate Sites (+)
- Content Management (-)
- Page Narratives (>>)
- Application Required Fields
- Tagline Settings
- Upload Keystore
- Announcements and Events
- Internal Support Content
- Company Management (+)
- Resident Services (+)
- RENTCafé REACH Marketing (+)
- Marketing Planner (+)
- Blog Management (+)

The main content area, titled 'Page Narratives', has a breadcrumb trail: Property > Online Leasing > Resident Services > Resident Services - Tooltip > Terms & Conditions. Below the breadcrumb is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment, bulleted and numbered lists, link, unlink, and help. The editor area contains the text '(Customisable Terms and Conditions)'. At the bottom of the editor, there is a 'body' label and two buttons: 'Save' and 'Delete'.

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 name ▼

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](#)

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](#)

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

Using Voyager 'Correspondence Management' or RENTCafé '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.