

River District Neighborhood Investors, LLC, organized in the State of Louisiana under the charter number 43803520K and whose headquarters is located at 1200 South Clearview Parkway, Suite 1166, New Orleans, Louisiana 70123, United States (“River District”, “we”, “us”, or “our”) understands that you are concerned about privacy. We have therefore posted this Privacy and Cookies Policy (this “Privacy Policy”) to let you know what kind of personal information we collect, how it is handled, and with whom it may be shared.

This Privacy Policy applies to the online and offline practices regarding the processing of personal information of customers, visitors, and neighbors carried out by River District as the data controller, including on the [www.riversdistrictnola.com](http://www.riversdistrictnola.com) website and other related websites that we have linked to this Privacy Policy (collectively “Websites”). Processing by other affiliated entities or third parties may be governed by separate privacy policies, and we recommend that you review the privacy policies of those websites.

These Websites are intended for users in the United States and are not intended for users in other locations. If you are located outside of the United States, please note that by using our services and Websites, you may be transferring your personal information to a country that does not have the same data protection laws as your home country.

**I. Information We Collect and How We Use It**

**PERSONAL INFORMATION**

“Personal information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to, directly or indirectly, a particular consumer or household. We collect various types of personal information depending on how you use our services and Websites. The following are categories (with non-exhaustive examples) of personal information we may collect about you and for each category the purpose for which it may be used:

<b>Categories</b>	<b>Examples</b>	<b>Purpose of Processing</b>
A. Individual Identifiers and Demographic Information.	A real name, company name alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, address, telephone number, account name, your areas of interest or other similar identifiers.	<ul style="list-style-type: none"> <li>• Delivering products/services.</li> <li>• Responding to inquiries.</li> <li>• Outreach</li> <li>• Sending marketing materials (including offers and other information we feel may be of interest to you).</li> <li>• Sharing relevant information with the City of New Orleans, New Orleans City Planning Commission, New Orleans City Council, Port of New Orleans,</li> </ul>

Categories	Examples	Purpose of Processing
B. Internet or Network Activity.	Browsing history, type of browser you are using, search history, terms you enter into the search functions of our Websites, information on a Consumer's interaction with a website, application, or advertisement.	<p>and/or Morial New Orleans Exhibit Hall Authority</p> <ul style="list-style-type: none"> <li>Processing job applications and Human Resources Data for purposes of administration and communication, and to comply with labor law requirements.</li> <li>To evaluate consumer trends and usage related to our Websites and allows us to improve our Website content and offerings accordingly.</li> </ul>
C. Professional or Employment-Related Information.	Employee names, addresses, phone numbers, and possible other contact details, current or past job history, performance evaluations, and other professional, economic, and employment details.	<ul style="list-style-type: none"> <li>Processing job applications and employee data for purposes of administration and communication, and to comply with labor law requirements.</li> </ul>

Personal information does not include:

- Publicly available – Publicly available information from government records.
- Deidentified or aggregate information – “Deidentified Information” means information that cannot reasonably identify, relate to, describe, be capable of being associated with, or be linked, directly or indirectly, to a particular individual, and for which River District has implemented technical safeguards and business processes that prohibit reidentification of the individual. “Aggregate Information” means information that relates to a group or category of individuals, from which individual identities have been removed, that is not linked or reasonably linkable to any individual or household, including via a device.
- Excluded information – Certain laws require separate privacy notices or are exempt from general personal information privacy policy disclosure requirements. Such laws include health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or clinical trial data; and data covered under the Fair Credit Reporting Act (FCRA).

## SOURCES OF PERSONAL INFORMATION

We obtain the categories of personal information listed above from the following categories of sources:

- Personal information you provide – River District collects personal information when you voluntarily submit it to us. For example, we may collect or receive personal information from forms you complete or products and services you purchase, reviews you post, any requests you submit to our customer service team, any interactions you have with our social media pages, or otherwise from any interactions you have with us through the Websites.
- Automatically collected personal information – River District indirectly collects other information from you automatically through the Websites. For example, we receive personal information from you when you visit and navigate our Websites on any device. River District collects some personal information automatically using cookies or other online tracking technologies as described below in this Privacy Policy.
- Personal information obtained from third parties – River District may obtain or receive personal information about you from other third party sources. For example, we receive personal information from our business partners or other third party companies. We may merge or combine such personal information with the personal information we collect from you directly or automatically.

## USE OF PERSONAL INFORMATION

We process personal information for the following purposes:

Purpose of Processing	Legal Basis
Delivering products/services	Performance of our agreement with you
Responding to inquiries, including those from the City of New Orleans, New Orleans City Planning Commission, New Orleans City Council, Port of New Orleans, and/or Morial New Orleans Exhibit Hall Authority	Our legitimate interest, which is the proper functioning of our commercial activity
Management of purchases, leases, and accounts, compiling details of user engagement	Our legitimate interest, which is the proper functioning of our commercial activity
To evaluate consumer trends and usage related to our Websites and allows us to improve our Website content and offerings accordingly	Your consent
Sending marketing materials (including offers and other information we feel may be of interest to you)	Your consent

<b>Purpose of Processing</b>	<b>Legal Basis</b>
Processing job applications and Human Resources Data for purposes of administration and communication, and to comply with labor law requirements	Our legitimate interest or legal obligation

We believe the risk to your data protection rights in connection with personal information that we process on the basis of our legitimate interests is not excessive or overly intrusive. We have also put in place protections for your rights by ensuring proper retention periods and security controls.

If you choose not to give us personal information, we may not be able to provide you with any services you may request or require, or enter into a contract with you.

## II. How We Share Your Information

### THIRD-PARTY PROVIDERS

We may share your personal information with outside companies that perform services for us. When we work with an outside party, we require that these parties agree to process your personal information based on our instructions and in compliance with this Privacy Policy and applicable laws. We will take appropriate steps designed to ensure your information will be used solely to provide the services requested by us, and not for other purposes.

### OTHER DISCLOSURES

We may disclose your personal information in response to subpoenas, court orders, or other lawful requests by public authorities (such as inquiries received from the City of New Orleans, New Orleans City Planning Commission, New Orleans City Council, Port of New Orleans, and/or Morial New Orleans Exhibit Hall Authority), including to meet national security or law enforcement requirements. We may also disclose personal information in order to enforce or apply our rights and agreements, or when we believe in good faith that disclosing this information is necessary or advisable, including, for example, to protect the rights, property, or safety of our businesses, our Websites, our customers, our users, or others, as permitted under the applicable laws, or as otherwise required by law or by government and regulatory entities. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

## III. Retention Period

It is our policy to retain your personal information for the length of time required for the specific purpose or purposes for which it was collected as detailed below:

<b>Purpose of Processing</b>	<b>Applicable maximum retention period</b>
Delivering products/services	5 years after completion of the work or delivery of the product

<b>Purpose of Processing</b>	<b>Applicable maximum retention period</b>
Responding to inquiries	3 years after the inquiry is closed
Management of customer purchases and accounts	5 years after closure of the account

While we continue to process your personal information, we will ensure that it is processed in accordance with this Privacy Policy. Otherwise, we securely erase or anonymize your personal information once it is no longer needed.

#### **IV. Security of the Information We Collect**

The security of your personal information is important to us. We maintain reasonable administrative, technical, and physical safeguards to secure the personal information we collect.

There is always some risk in transmitting information electronically. As we deem appropriate, we use appropriate security measures related to transmission of information. However, we cannot guarantee the security of our databases, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet. If we forward your personal information to any third party, we require that the third parties have appropriate technical and organizational measures in place to comply with this Privacy Policy and applicable laws.

#### **V. Children's Privacy**

It is our policy not to knowingly collect personal information from children, and therefore we do not knowingly distribute such information to third parties or otherwise process such information. If you are a parent/guardian and you suspect that your child may have submitted personal information to us, please contact us as described below. If we become aware that a child has provided us with personal information, we will strive to delete such information from our files as soon as possible.

#### **VI. California Privacy Rights**

##### **DISCLOSURES FOR A BUSINESS PURPOSE OR VALUABLE CONSIDERATION**

In accordance with California law, River District must disclose whether the following categories of personal information are disclosed for a "business purpose" or "valuable consideration" as those terms are defined under California law. Note that while a category below may be marked, that does not necessarily mean that we have personal information in that category about you. In the proceeding twelve months, we have disclosed the following categories of personal information in the manner described.

<b>Categories</b>	<b>Disclosure for Business Purpose</b>	<b>Disclosure for Valuable Consideration</b>
A. Individual Identifiers and Demographic Information	Yes	No
B. Commercial Information.	Yes	No
C. Internet or Network Activity.	Yes	No
D. Professional or Employment-Related Information.	No	No
E. Education Information.	No	No

## ADDITIONAL RIGHTS

Under California Civil Code sections 1798.83-1798.84, California residents who have an established business relationship with River District are entitled to ask us for a notice describing what categories of personal information we share with third parties for their direct marketing purposes. This notice will identify the categories of information shared with and will include a list of the third parties with which it is shared, along with their names and addresses. If you are a California resident and would like a copy of this notice, please submit a written request to us at the contact information listed below.

## VII. Your Rights

The following section explains your rights that you may exercise. The various rights are not absolute and each is subject to certain exceptions, or may be provided to you as required by applicable law.

- The right to access – You may have the right to obtain from us confirmation as to whether or not your personal information is being processed by us, and about certain other information (similar to that provided in this Privacy Policy) about how it is used. You may also have the right to access your personal information, by requesting a copy of the personal information concerning you. This is so you are aware and can check that we are using your personal information in accordance with data protection law. We can refuse to provide information where to do so may reveal personal data about another person or would otherwise negatively impact another person’s rights.
- The right to rectification – You can ask us to take measures to correct your personal information if it is inaccurate or incomplete (e.g., if we have the wrong name or address for you).
- The right to erasure – You may request the deletion or removal of your personal information where, for example, there is no compelling reason for us to keep using it or its use is unlawful. This is however not a general right to erasure and there are some

exceptions, e.g., where we need to use the information to fulfil a request you have made, in defense of a legal claim, or to be able to comply with a legal obligation.

- The right to restrict processing – You may have the right to ‘block’ or suppress the further use of your personal information when we are assessing a request for rectification or as an alternative to erasure. When processing is restricted, we can still store your personal information, but may not use it further.
- The right to data portability – You may have the right to obtain and reuse certain personal information for your own purposes across different organizations (being separate data controllers). This only applies to your personal information that you have provided to us that we are processing with your consent and for the purposes of contract fulfillment, which is being processed by automated means. In such a case we will provide you with a copy of your data in a structured, commonly used and machine-readable format or (where technically feasible) we may transmit your data directly to a separate data controller.
- The right to object – You may have the right to object to certain types of processing, on grounds relating to your particular situation, at any time insofar as that processing takes place for the purposes of our legitimate interests. We will be allowed to continue to process the personal information if we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or we need this for the establishment, exercise, or defense of legal claims. If you object to the processing of your personal information for direct marketing purposes, we will no longer process your personal information for such purposes.
- The right to withdraw consent – Where we process your personal information on the basis of your consent, you have the right to withdraw your consent at any time. However, such withdrawal does not affect the lawfulness of the processing that occurred prior to such withdrawal.
- The right to provide us with directives regarding the use of your personal information after your death – In certain cases, you have the right to provide us with instructions on the management (e.g., retention, erasure, and disclosure) of your personal information after your death. You can change or revoke your instructions at any time.
- The right to lodge a complaint – If you believe that we do not comply with applicable data protection laws, you have the right to lodge a complaint before any competent data protection authority or government agency.

To exercise these rights you may contact us at any time as described below.

## **VIII. Cookies**

When you visit or interact with our Websites, we (or our third-party providers) may use “cookies” or other similar technologies to personalize and enhance your experience. A “cookie” is a small piece of information sent to a visitor’s computer or other Internet-connected devices to uniquely identify the visitor’s browser or to store information or settings in the browser. Cookies are used to make our Websites work, or work more efficiently, as well as to provide data to the Website

owners. Our Websites use required cookies, functional cookies, and analytics and performance cookies.

Except for technical cookies, in some cases the storing of cookies on the device of a visitor requires consent. By continuing browsing the Website after having seen the cookies banner displayed on the home page of the Website, the visitor consents to the storing of cookies on his/her device. Where such consent is required, this consent is valid for a period of 13 months.

Required cookies enable you to move from page to page and to use features on our Websites while your browser remains open. For example, required cookies allow you to add products to your shopping cart and carry the contents of your cart to checkout.

Functional cookies last from visit to visit. For example, functional cookies may be used to recognize you as a previous user to provide a more personalized experience. They are stored in your computer, device, or browser until you choose to delete them.

Analytics and performance cookies allow us to collect data concerning the Websites, including the number of visitors, where the visitors have come from, and the length of time visitors spend on the Websites, which allows us or third-party providers to analyze how our Websites are used and how our Websites are performing. We use the following third-party providers for analytics and performance tracking, and you can learn more about their privacy policies and how to opt-out of their cookies by clicking on the appropriate link below:

Google Analytics:

To opt out: <https://tools.google.com/dlpage/gaoptout>

To learn more: <https://policies.google.com/technologies/partner-sites>

The majority of web browsers accept cookies and similar files, but you can usually change your browser settings to prevent this. If for any reason you decide that you do not like our use of certain cookies, you can simply change your settings. However, if you do so, some functionality of our Websites may be lost. The setting of each browser is different. It is described in the browser's help menu.

» Firefox: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>

- ✓ Click the access Menu button and then choose “Options”
- ✓ Choose “Privacy & Security”
- ✓ Set the History Section on “Use custom settings for History”
- ✓ Uncheck the box “Accept cookies from websites”.
- ✓ All changes you have made will be automatically saved.

» Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

- ✓ Select the Tool button, then Internet Options.
- ✓ Select Privacy Tab, and then under Settings, move the cursor to the top to block all cookies or to the bottom to allow cookies, then click on OK.

» Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

- ✓ Select the Chrome menu icon.
- ✓ Click on “Settings”.
- ✓ At the bottom, click on “Advanced”.
- ✓ Under “Privacy and security,” click on “Content settings”.
- ✓ Click on “Cookies”.
- ✓ Turn “Allow sites to save and read cookie data” on or off.

» Safari: <https://www.apple.com/legal/privacy/en-ww/cookies/>

- ✓ Click on “Settings” > “Safari” > “Privacy” > “Cookies and website data”
- ✓ Then select “always block cookies”.

» For Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

If you have any specific questions about the use of cookies on our Websites, please feel free to contact us at any time as described below, with a subject line “Cookie Request.”

## **IX. Dispute Resolution**

River District welcomes feedback and questions on this Privacy Policy. If you have any complaints about this Privacy Policy or River District’s management of personal information, please contact us first as described below. Complaints will be resolved internally in accordance with our complaints procedures.

## **X. Exercising Your Privacy Rights**

When exercising the rights or options described in this Privacy Policy, the following guidelines apply:

- No fee usually required – You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee or decline to comply with your request if your request is clearly unfounded, repetitive, or excessive.

- What we may need from you – When exercising your rights or otherwise assisting you, we may need to request specific information from you to help us confirm your identity. This is a security measure to ensure we do not disclose personal information to any person who is not entitled to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.
- Time to respond – We try to respond to all legitimate requests within 30 days of your request. Occasionally it may take us longer than 30 days to respond, for instance if your request is particularly complex or you have made a number of requests. In this case, we will notify you of the delay, and may continue to update you regarding the progress of our response.
- No discrimination – You will not be subject to discrimination as a result of exercising the rights described herein. In some cases, when you exercise one of your rights, we will be unable to comply with the request due to legal obligations or otherwise, or we will be unable to provide you certain products or services. These responses are not discrimination and our reasons for declining your request or ceasing services will be provided at that time.
- Authorized agent – You may designate an authorized agent to make a request on your behalf. In order to designate an authorized agent to make a request on your behalf, you must provide a valid power of attorney, the requester’s valid government issued identification, and the authorized agent’s valid government issued identification.

## **XI. How to Contact Us**

River District welcomes feedback and questions on this Privacy Policy. If for any reason you wish to contact us, our contact information is:

River District Neighborhood Investors, LLC  
Attn: Manager  
1200 South Clearview Parkway, Suite 1166  
New Orleans, Louisiana 70123  
[info@riverdistrictnola.com](mailto:info@riverdistrictnola.com)

To exercise your rights as described in this Privacy Policy, please email [info@riverdistrictnola.com](mailto:info@riverdistrictnola.com)

## **XII. Changes**

We reserve the right to change this Privacy Policy at any time and will post any changes to this Privacy Policy as soon as they go into effect. Please refer back to this Privacy Policy on a regular basis. Your continued use of the Websites following posting of changes constitutes your acceptance of such changes.

This Privacy Policy was last updated June 22, 2022.