

Privacy Policy

Effective Date: November 1, 2008

Thank you for visiting www.brookdaleatmarkcenter.com. We take your privacy seriously. Please read this privacy policy regarding our online information practices and the choices you can make about how your information is collected and used through our site.

1. Information We Collect

When you make an information request, submit an application or make payments on-line, we may need to know your home or billing address, e-mail address, apartment community name, account number, phone number, credit card number and credit card expiration date or, if you are paying by e-check, your bank routing information and account number. The processing of payment transactions is managed by a third-party that specializes in processing such transactions that has been certified as Payment Card Industry compliant, Level 1, the strictest level of credit card security in the industry.

2. How We Use the Information

We use the information we collect from you to process your request for payment, respond to inquiries regarding the leasing or sale of our properties, and/or to send you personalized information about our properties or services that we believe may be of interest to you. We may also use your information to contact you regarding your use of our site or our services, or to notify you of updates to this privacy policy or terms of use. Please review the section of this Privacy Policy entitled "Your Choices" to learn how you may limit the use of your information.

We will restrict access to non-public personal information about you to those employees who need to know that information to provide products or services to you. Our employees maintain appropriate physical, electronic, and procedural safeguards to guard your non-public personal information.

Your personal information will not be sold to any third party. The information collected may be disclosed to affiliates, to other financial institutions with whom joint marketing agreements exist, or to companies that perform services or functions on our behalf. These companies may include financial service providers and non-financial companies such as computer and data processing companies, and marketing and after-market service providers. These companies will be required to protect your information in a manner consistent with this Privacy Policy and to use the information only to provide the services requested of them. We will observe limits and restrictions set by law as to sharing of information with our affiliates or others.

We may be required to disclose your personally identifiable information pursuant to a subpoena or court order, or in compliance with applicable laws. We may also share your

information when we believe it is necessary to comply with law, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through our site, or to prevent imminent bodily harm. This may include sharing information with other companies, lawyers, agents or government agencies.

3. Your Choices

As previously indicated, we may use your personally identifiable information that we collect through our site to send you offers for our products and services that we believe might be of interest to you. If you wish to opt out of future promotional offerings, you may indicate your preference by following the unsubscribe instructions at the end of e-mail communications or by contacting lbradford@jbg.com, (240) 333-3600, 4445 Willard Avenue, Suite 400, Chevy Chase, Maryland 20815.

4. Security

We maintain security measures to protect your personally identifiable information collected through our website. We employ encryption technology, protecting data at each point of transfer. Data is collected on a website using SSL (Secure Sockets Layer) security; the resident also has to create a user identification and password to log on. However, in the unlikely event that you are subject to fraudulent charges, remember to immediately notify your bank and credit card company.

We utilize redundant systems (i.e., backup systems) to reduce the chance of data loss. We also use computer virus detection and eradication software on systems containing computer data. Firewalls are also employed to prevent unauthorized computer entry into systems containing your private information.

5. Changes

From time to time we may update our privacy policy. We will alert you of any material changes by posting a notice on our web site. We encourage you to periodically visit our web site and privacy policy so that you may remain aware of our current online information practices.

6. Contact Us.

If you have any questions or concerns regarding this privacy policy, please contact Aaron F. Herman at 240-333-3600.