

LeadExchange Privacy Policy

Overview

This Privacy Policy explains how LeadExchange collects, uses, stores, shares, and protects information submitted through its website and lead capture forms.

Information We Collect

We collect contact information, property details, IP addresses, browser/device information, cookies, marketing attribution, and communications voluntarily provided.

Why We Collect It

Information is used to qualify sellers, verify leads, improve services, prevent fraud, deliver leads to purchasers, provide customer support, comply with law, and analyze marketing performance.

Cookies & Tracking

Cookies, pixels, analytics, and similar technologies may be used for advertising, conversion tracking, retargeting, and website performance.

Lead Sharing

Seller information may be shared with approved purchasers and business partners solely for evaluating and purchasing real estate opportunities, subject to contractual restrictions.

Consumer Rights

Where applicable, individuals may request access, correction, deletion, or portability of personal information subject to legal exceptions.

U.S. State Privacy Laws

LeadExchange intends to honor applicable privacy requirements across U.S. states including California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Tennessee, Minnesota and other states that enact comprehensive privacy laws. Rights vary by state and applicable law.

Global Compliance

Where applicable, LeadExchange seeks to align its practices with international privacy principles including GDPR (European Economic Area), UK GDPR, PIPEDA (Canada), LGPD (Brazil), Australia's Privacy Act and other applicable international privacy requirements. Global Privacy Control signals may be honored where legally required.

LeadExchange Cookie Policy

Purpose

This Cookie Policy explains how LeadExchange uses cookies and similar technologies when visitors access the website or submit information.

Types of Cookies

Essential Cookies: Required for website security, login sessions, forms, and core functionality.

Analytics Cookies: Used to understand website traffic and improve performance through tools such as Google Analytics.

Advertising Cookies: Used to measure advertising effectiveness, build audiences, and support retargeting campaigns such as Meta Pixel and Google Ads.

Tracking Technologies

LeadExchange may use cookies, pixels, tags, scripts, local storage, and similar technologies including Meta Pixel, Google Analytics, Google Tag Manager, and other approved analytics or advertising providers.

Why Cookies Are Used

Cookies help remember preferences, improve security, prevent fraud, analyze traffic, measure conversions, personalize content, and improve the user experience.

Managing Cookies

Users may accept or reject non-essential cookies where required by law. Most browsers also allow cookies to be blocked or deleted through browser settings.

Privacy Rights

LeadExchange intends to honor applicable cookie and privacy requirements under U.S. state privacy laws where applicable, including California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Tennessee, Minnesota, and future state privacy laws.

International Compliance

Where applicable, LeadExchange seeks to align with GDPR, the UK GDPR, the EU ePrivacy Directive, Canada's PIPEDA, Brazil's LGPD, Australia's Privacy Act, and other applicable international privacy laws. Global Privacy Control (GPC) signals may be honored where legally required.

Updates

This Cookie Policy may be updated periodically to reflect changes in technology, law, or business practices. Continued use of the website constitutes acceptance of the current policy.

LeadExchange Business Policies

Acceptable Use

Users may not misuse the platform, scrape data, resell leads without authorization, violate laws, or interfere with system security.

DMCA & Copyright

LeadExchange respects intellectual property rights and responds to valid copyright notices. All website content is protected by copyright.

Accessibility

LeadExchange strives to maintain reasonable accessibility consistent with ADA guidance and improve access for all users.

Security

Administrative, technical, and physical safeguards are used to protect information, although no system can guarantee absolute security.

Data Retention

Information is retained only as long as reasonably necessary for business, legal, tax, dispute resolution, and compliance purposes.

LeadExchange Federal Compliance

TCPA

Purchasers are responsible for complying with the Telephone Consumer Protection Act before calling or texting consumers.

National Do Not Call

Purchasers must comply with the National Do Not Call Registry and applicable state do-not-call requirements.

CAN-SPAM

Commercial email communications must comply with the CAN-SPAM Act.

FTC

Users may not engage in deceptive, unfair, or misleading business practices.

State & Global Compliance

Users are responsible for complying with all applicable federal, state, local, and international laws governing marketing, privacy, consumer protection, data security, licensing, and real estate transactions in every jurisdiction where they operate.

LeadExchange Refund Policy

No Refund Policy

All LeadExchange leads are sold as exclusive, high-intent opportunities generated through proprietary lead capture forms and a vetting process. Because digital lead data is delivered immediately and cannot be returned, all sales are final and non-refundable.

No Guarantee

LeadExchange does not guarantee that a lead will result in a contract, assignment, purchase, or closed transaction. Success depends on the purchaser's follow-up, negotiation, market conditions, financing, and other factors outside LeadExchange's control.

Acknowledgement

By purchasing leads, the buyer acknowledges and agrees to this no-refund policy.

LeadExchange CCPA CPRA Addendum

Important: This is a legal drafting template for attorney review. It is not legal advice.

Purpose

Template addendum describing California privacy rights including access, correction, deletion, portability, opt-out of sale/sharing where applicable, limitation of sensitive information, non-discrimination, verification procedures, and contact methods.

Applicability

Designed as a template for businesses subject to applicable California privacy laws. Review with counsel before publication.

LeadExchange GDPR Addendum

Important: This is a legal drafting template for attorney review. It is not legal advice.

Purpose

Template describing lawful bases for processing, data subject rights, retention, international transfers, security measures, data processor obligations, breach notifications, and supervisory authority information.

International

Intended as a drafting template only and should be customized to actual processing activities.

LeadExchange Arbitration Agreement

Important: This is a legal drafting template for attorney review. It is not legal advice.

Arbitration

Template providing that covered disputes may be resolved through binding arbitration, class action waiver where enforceable, governing law, venue, exceptions, notice procedure, severability, and opt-out provisions if adopted.

LeadExchange Limitation of Liability

Important: This is a legal drafting template for attorney review. It is not legal advice.

Liability

Template limiting indirect, incidental, consequential, exemplary, and punitive damages to the maximum extent permitted by law. States no guarantee of lead quality beyond disclosed vetting process and no guarantee of transaction success.

LeadExchange Intellectual Property Policy

Important: This is a legal drafting template for attorney review. It is not legal advice.

Ownership

Template stating that trademarks, logos, software, databases, text, graphics, forms, and proprietary lead generation methods are owned by LeadExchange or its licensors.

Restrictions

Prohibits copying, scraping, reverse engineering, redistribution, resale without authorization, or infringement of intellectual property rights.