

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.