

Privacy Policy

Last Updated: August 3, 2026

This Privacy Policy (the “**Policy**”) provides information about how Real Estate Data Technologies (referred to herein as “**Company**,” “**We**,” “**Us**,” or “**Our**”) collects, uses, and discloses individually-identifiable information (“**Personal Information**”) about real estate professionals and companies who use and subscribe to Our Services, consumers who use and subscribe to Our Services, and any other visitor who uses, subscribes to, or otherwise interacts with Our Services (collectively, “**Users**,” “**You**,” “**Your**”). This Policy applies to Personal Information We collect through Our websites, including www.realestatedata.com, www.redataexport.com, www.redataml.com, www.redatawebsites.com, any subdomain and relates websites, all related mobile applications, and any other online or offline services We may offer (collectively, Our “**Services**”). This Policy is part of the [Terms of Use](#) and [End User License Agreement](#) that govern Your use of the Services.

Your use of the Services constitutes Your acceptance of this Policy, and all future revisions thereto.

Please note that there may be links to other companies and websites within the Services that are not owned or operated by Us. We are not responsible for the privacy policies or content associated with any of these linked websites. With respect to those companies and websites, this Policy is inapplicable and You should refer to the privacy policies of those companies and websites or otherwise contact those companies and websites directly.

Types of Information Collected

When You use the Services, We may collect certain information about You. Information collected from You will vary, depending on how You access, visit, or use the Services, as well as what information You choose to provide Us. As a professional paying subscriber of the multiple listing service aspect of the Services, You may be required to provide some Personal Information in order to properly utilize the Services and comply with the Company’s multiple listing service rules, terms of use, and other policies.

The following categories of information may be collected by the Company:

1. Internet or Other Network Information, such as browsing history, search history, geographic location, how long You spend on the Services, and information regarding Your interactions with Our websites or advertisements.
2. For those who are members of the Company’s multiple listing service, We may collect Professional Information, such as professional license numbers, business address, business phone numbers, business emails, professional designations, and REALTOR® or other membership affiliations.
3. For those who are members of the Company’s multiple listing service, We may collect information from You about Your real estate listings.
4. Identifiers, such as name, alias, postal address, unique personal identifier, online identifiers, Internet Protocol address, email address, passwords, account name, signatures, physical characteristics or description, telephone number, or other similar identifiers.
5. For those that have created an account, We may track what emails You open from the Services, what properties You have marked as favorites, and the links You may click within the Services.

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6. Inferences drawn from any of the Personal Information listed above to create a profile or summary about, for example, an individual's preferences and characteristics.

Sources of Information

- A. **Directly from You.** We may collect information You provide to Us when You use Our Services or when You otherwise interact with Us. For example, We collect the information You provide when You create an account, ask Us a question, or otherwise interact with Us. Types of information We may collect directly from You include Your name, username, password, postal address, email address, and phone number.
- B. **From Other Sources.** We also may collect Personal Information from other sources, such as from Our vendors and from third parties, including real estate subscribers to the multiple listing service, when they disclose Personal Information to Us. We may also collect Personal Information about You in other contexts, such as from Our consumers' or prospective consumers' websites or marketing materials, or via social media.
- C. **Via Cookies & Other Tracking Technologies.** We may collect information passively via cookies and other tracking technologies ("Cookies"). This typically includes information about Our website visitors, such as Your IP address, the name of Your operating system, the name and version of Your browser, the date and time of Your visit, and the pages You visit. The information We receive may depend on Your browser or device settings.

Cookies & Other Technologies

We use Cookies in Our Services. These Cookies are provided by Us, Our vendors, and by third party analytics and marketing providers, and We use them to facilitate the operation of Our website, provide certain functionality, and conduct marketing and analytics. We utilize session cookies, which are temporary cookies that are not stored in Your browser beyond the session in question. They are used for authentication and security purposes and to ensure the effective and necessary functioning of the Services which You are utilizing. We may also use a session cookie to remember Your preferences when viewing the Websites. Please note that some of Our disclosures of personal information via Cookies may constitute "sales," "shares," and processing for "targeted advertising" under U.S. state comprehensive privacy laws. To opt out of sale, sharing, and processing of Your personal information for targeted advertising via Cookies, click "Decline All" on Our cookie banner. You can also click the "Privacy Preferences" link in the footer of Our websites at any time to open Our cookie preference center and then turn different types of cookies "on" or "off" per Your preferences. Please note that if You restrict Our ability to set cookies through the cookie preference center or Your browser settings, You may limit the full functionality of the Websites, which will make some of Our services and features unavailable to You.

Among other Cookies, We use Google Analytics to understand how Users are using Our Services and to support Our analytics and marketing efforts. For more information about Google Analytics, please visit www.google.com/policies/privacy/partners/. You can opt out of Google's collection and processing of data generated by Your use of the Services by going to <http://tools.google.com/dlpage/gaoptout>. Please note that Our Services do not currently respond to the "Do Not Track" signal.

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Purposes for Using, Processing & Disclosing Personal Information

We use, process, and disclose the Personal Information We collect for the following purposes:

1. improve the quality of the Services that We provide You;
2. to help connect Users with professionals that subscribe to Our Services;
3. to provide professionals who subscribe to Our Services with tools, resources, features, and other information related to the subscribed Services offered;
4. for Our analytics and marketing purposes, including to send You information about properties and products that might interest You;
5. to provide professionals who subscribe to Our Services with consumer leads, consumer and market exposure, and tools to communicate with consumers, other professionals, and the Company;
6. to provide You with a personalized experience when You use Our Services;
7. to provide You with effective customer service;
8. to contact You with information and notices related to Your use of Our Services;
9. to improve the content, functionality and usability of Our Services;
10. to improve Our products and services;
11. to improve Our marketing and promotional efforts;
12. for Our legal and compliance purposes; and
13. for any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement between You and Us.

We may also deidentify any Personal Information We collect about You. When We do so, We take reasonable measures to ensure that the information cannot be associated with a consumer or household, and We maintain and use the information in deidentified form. We will not attempt to reidentify the information, except that We may attempt to reidentify the information solely for the purpose of determining whether Our deidentification processes satisfy applicable legal requirements. After it has been deidentified, the information is no longer Personal Information and is not subject to this Policy.

How We Disclose Personal Information

We disclose the categories of Personal Information listed in the “Personal Information We Collect” section, above, in the following contexts:

- *To Our Affiliates and Vendors.* We may disclose the Personal Information We collect to Our affiliates and to Our vendors who act on Our behalf. For example, We may use vendors to operate Our Services; to conduct surveys; and to help Us with Our promotional efforts. These vendors may need Personal Information about You to perform their obligations.
- *To marketing and analytics providers.* We may disclose personal information We collect via Our Services to third parties for marketing and analytics purposes.
- *As Described in a Privacy Notice or With Your Consent.* We may disclose Personal Information as described in any privacy notice We provide to You via Our Services, or with Your consent if We obtain it from You in a particular context.

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- *In Aggregate or De-Identified Form.* We may aggregate or de-identify the Personal Information We collect, and We may disclose aggregated and/or de-identified information to Our vendors, and to third parties for Our business operational purposes and for any other purposes permitted by applicable law.

We may also disclose Personal Information in the following contexts:

- *As Part of a Business Transfer.* We may disclose Personal Information to a successor organization if, for example, We transfer the ownership or operation of all or a portion of Our Services to another organization, We merge with or are acquired by another organization, or if We liquidate Our assets. If such a transfer occurs, We will seek assurances that the successor organization will treat the Personal Information We disclose to it in accordance with this Policy.
- *To Comply with Laws and Protect Our Rights and the Rights of Others.* We may disclose Personal Information when We, in good faith, believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose Personal Information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of Our Services; to enforce or apply Our other agreements; or to protect Our own rights or property or the rights, property, or safety of Our consumers or others.

We may also disclose aggregated and/or de-identified information to Our vendors and to third parties for Our business operational purposes and for any other purposes permitted by applicable law.

Your Choices

You may opt out from receiving promotional emails from Us by clicking the "unsubscribe" link in the footer of any promotional email You receive from Us. If at any time You wish to be removed from Our physical and/or email mailing lists, You may also contact Us using the contact information provided at the end of this Policy. Please provide Your full name, company name (if any), postal address, and email address so that We can locate You on Our mailing lists. We will honor Your request within a reasonable period of time and, in any event, within the time limits set by applicable law.

If You register on Our Services and create an account, You may change certain information You provide through the Services. You may do this by logging into Your account and going to the account settings. Depending on Your state of residence, You may also have certain privacy rights relating to Our processing of Your personal information.

How We Protect Your Personal Information

The Company takes reasonable measures to ensure that any Personal Information collected is protected. Please note, however, that due to the open nature of the internet, the Company cannot guarantee that all communication between You and the Company will be free from unauthorized access by third parties, nor can We be responsible or liable for information harvested or scraped from the Services by third parties. You can always refuse to provide Personal Information on the Services, but doing so may result in decreased functionality of the Services for You. If You suspect the Personal Information You provided to the Company is being used in a way that is contrary to this policy, You are

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encouraged to contact the Company via the contact information provided at the end of this Policy so that We may investigate Your claim

Retention of Personal Information

We store the Personal Information We collect for as long as is necessary for the purpose(s) for which We collected it and in accordance with applicable law and Our legitimate business interests.

Children Under the Age of Sixteen

Our Services are not intended for children or minors under the age of sixteen years. If You believe that a child under age sixteen has submitted Personal Information to Us on or through the Services, please contact Us using the information provided below so that We can take appropriate action.

Links to Other Sites

Our Services may provide links to other websites operated by third parties. We do not control these websites and is not responsible for their data practices. Any information You provide to third parties on their websites is covered under their privacy and data collection policies and is not covered by this Policy. We urge You to review the privacy policy posted on any website You visit before using the website or providing any Personal Information.

Policy Changes

We reserve the right to change or amend this Policy at any time with or without notice to You. By interacting with Our Services or Us after We make any such changes to this Policy, You accept such changes. Please be aware that, to the extent permitted by applicable law, Our use of the Personal Information We collect is governed by the Policy in effect at the time We collect the information. We encourage You to refer back to this Policy on a regular basis. Please also note that if You do not agree to any provision of this Policy, or any update or modification of it, please do not use the Services.

Contact Us

If You have any questions about this Policy, please contact Us by email or regular mail using the following information:

legal@realestatedata.com

Real Estate Data Technologies, LLC; Attn: Legal Department; 230 W. Towne Ridge Parkway, Suite 400; Sandy, UT 84070.

If You are unable to review or access this notice due to a disability, You may contact Us at legal@realestatedata.com to access this notice in an alternative format.