

Privacy Policy

Last updated: [Date]

1. Who we are

List4Agents ("the Company," "we," "us") provides lead generation services to real estate agents and brokerages ("Clients," "you"). This policy explains what information we collect, how we use it, and the choices you have.

2. Information we collect

From Clients (agents and brokerages)

- Contact details: name, brokerage name, email, phone number.
- Business details: target market (cities, counties, or ZIP codes), selected plan.
- Payment details: processed directly by our third-party, PCI-compliant payment processor. We do not store card numbers.
- Communications: emails, support requests, and feedback you send us.

From leads (homeowners contacted on behalf of Clients)

- Name, contact information, property details, and stated intent to sell, collected during our outreach and qualifying calls.
- Call recordings, where permitted by law, used to confirm lead quality.

Automatically collected

- Basic website usage data (pages visited, browser type) if you visit our site, typically through cookies or analytics tools.

3. How we use information

- To deliver leads to Clients and confirm those leads meet our qualification criteria.
- To process payments and referral fees.
- To provide support, respond to inquiries, and send service-related updates.
- To improve our lead generation and qualifying process.
- To meet legal and record-keeping obligations.

4. How we share information

- **With Clients:** lead contact and qualification details are shared with the Client who purchased the applicable plan.
- **With service providers:** payment processors, communication tools, and contractors who help us deliver services, under confidentiality obligations.
- **For legal reasons:** if required by law, subpoena, or to protect our rights or the safety of others.

- We do not sell personal information to third parties.

5. Data retention

We retain Client and lead information for as long as needed to deliver services, meet the record-keeping needs described in the Service Agreement, and satisfy legal obligations, after which it is deleted or anonymized.

6. Your choices

- Leads may ask to stop being contacted at any time; we will pass opt-out requests to the relevant Client and remove the lead from further outreach.
- Clients may request a copy of, correction to, or deletion of their account information, subject to our contractual and legal record-keeping needs.

7. Security

We use reasonable administrative and technical safeguards to protect information, including using a PCI-compliant processor for payments. No method of transmission or storage is completely secure.

8. Children's privacy

Our services are directed at businesses and adults. We do not knowingly collect information from children under 18.

9. Changes to this policy

We may update this policy from time to time. The "last updated" date above reflects the most recent version. Continued use of our services after an update means you accept the revised policy.

10. Contact us

Questions about this policy can be sent to: info@list4agents.com

[Business address]