

# Privacy Policy

Effective April 16, 2026 | leadmeridian.com

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## 1. Introduction

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LeadMeridian LLC operates LeadMeridian, an AI-powered lead response platform for real estate professionals. This Privacy Policy describes how we collect, use, and protect information in connection with our Service.

## 2. Information We Collect

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We collect the following categories of information:

- Agent Account Data: Name, email, phone number, brokerage affiliation, and billing information
- Client Lead Data: Contact information and real estate preferences of buyers who interact with the Service on behalf of agents
- Communication Data: Records of interactions facilitated through the Service, including AI-generated summaries
- Usage Data: Log data, IP addresses, and platform interaction data for security and performance purposes
- Integration Data: Data exchanged with connected CRM and productivity platforms at the agent's direction

## 3. How We Use Information

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We use collected information to:

- Deliver and improve the Service
- Route and respond to inbound buyer inquiries on behalf of agents
- Generate lead summaries and deliver them to agents
- Create and update records in CRM platforms connected by the agent
- Send transactional communications
- Process payments and manage subscriptions
- Comply with legal obligations

## 4. Data Sharing

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We do not sell personal data. We share information only as follows:

- Service Providers: Vetted vendors who assist in platform operations, bound by confidentiality and data protection obligations
- Connected CRM Platforms: At the agent's direction, lead data is synced to platforms the agent has authorized
- Legal Requirements: Disclosure required by law, court order, or government authority
- Business Transfers: In connection with a merger or acquisition, with appropriate protections

## 5. Data Retention

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Agent account data is retained for the duration of the subscription and up to two (2) years following termination. Client lead data is retained until the agent requests deletion or the account is closed. Billing records are retained for seven (7) years.

## 6. Security

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We implement industry-standard security controls including encryption in transit and at rest, access controls, and regular security reviews. Our Information Security Policy is available upon request.

## 7. Your Rights

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You may request access to, correction of, or deletion of personal data we hold about you by contacting [legal@leadmeridian.com](mailto:legal@leadmeridian.com). We will respond within 30 days.

## 8. Changes

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We may update this policy and will notify you of material changes. Continued use constitutes acceptance. Last updated: April 16, 2026

## 9. Contact

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LeadMeridian LLC | [legal@leadmeridian.com](mailto:legal@leadmeridian.com) | [leadmeridian.com](https://leadmeridian.com)