Privacy Notice

Effective November 15, 2025



Follow Up Boss Privacy Notice Addendum

Effective Date: November 15, 2025

1. Introduction

Follow Up Boss ("FUB") is a brand of Zillow, Inc. ("ZINC," "we," "us," or "our") and operates under ZINC's control. This FUB Addendum to the Zillow Privacy Notice ("Addendum") explains how we collect, use, disclose, and safeguard information when Customers or Visitors ("you") use or interact with the Follow Up Boss Services (defined below).

This Addendum is also a part of FUB's **Terms of Service** and should be read in conjunction with Zillow's **Terms of Use**, **Privacy Notice**, **Acceptable Use Policy**, **Good Neighbor Policy**, and any applicable Order. Capitalized terms not defined herein will have the meaning set forth in the FUB Terms of Service.

We may update this Addendum at any time. In the event of material changes, we will make reasonable efforts to notify you, for example, by posting the revised version on our website prior to the Effective Date. Continued use of the Services constitutes acceptance.

2. Definitions

For purposes of this Addendum:

- "Customer" has the meaning provided in Follow Up Boss's Terms of Service.
- "Customer Data" means any data or information about a Customer or Authorized User provided, submitted, posted, or transmitted by or on behalf of a Customer or its Authorized Users in connection with the Services, or collected through the Services from a Customer or Authorized User, as well as Personal Information of Visitors. For clarity, Customer Data excludes the Services.

- "End Customer" means an individual: (i) to whom Customer or its Authorized Users send Customer Communications (see Section 4) to in connection with the Services (e.g., existing clients and prospects) and (ii) whose information is collected through the Services used by Customer or its Authorized Users.
- "End Customer Data" means personal information about your End Customers (e.g., existing clients and prospects), such as your Contact List and the content of your communications (e.g., texts, phone calls, emails) with End Customers.
- "Mutual Customer" means an End Customer with whom Zillow has an independent customer relationship (e.g., a buyer or seller who creates a Zillow account).
- "Mutual Customer Data" means End Customer Data of a Mutual Customer.
- "Agent-Only Customer" means an End Customer who is not a Mutual Customer.
- "Agent-Only Customer Data" means End Customer Data of an Agent-Only Customer.
- "Personal Information" means information that identifies, relates to, or is reasonably linkable to a specific individual. Where legally permitted, "Personal Information" does not include information that is de-identified, aggregated, or sourced from public records; such information is not covered by this Addendum.
- "Services" means, collectively, the Follow Up Boss website located at www.followupboss.com, the Follow Up Boss mobile application, the Follow Up Boss Platform, the Follow Up Boss tracking pixel, and any software, functionality, tools, and services provided by Zillow through the foregoing, related documentation, and any other products or services provided under the Follow Up Boss brand.
- "Visitor" means an individual who accesses or interacts with our Services in ways other than through a Customer account.

3. How We Collect Information

We collect Customer Data when you access or use the Services. We collect End Customer Data when you upload it to the Services, and when you communicate with your End Customers. This Addendum describes our obligations, rights, and procedures regarding the collection, use, and disclosure of Customer Data and End Customer Data. Mutual Customer Data is also subject to the Zillow Privacy Notice and will also be processed as described therein.

4. Information We Collect Through the Services

We collect the following categories of information:

- Account and Billing Information: information related to the establishment and maintenance of a Customer account, including name, email address, phone number, password, company name, user credentials, and billing details such as credit card information, billing address, and transaction history.
- Customer Communications: the content of messages and related data exchanged between Customers (or their Authorized Users) and End Customers through the Services, including emails, text messages, phone calls, and other communications sent or received via the Follow Up Boss platform.
- Customer Data, as defined above.
- Customer Service Communications: information you provide to or exchange with us when contacting our team for support, responding to surveys, participating in events or research, or otherwise communicating with us outside of the Services.
- End Customer Data, as defined above.
- Usage Data: information regarding your use of and interactions with the Services, such as IP address, browser type, device information, and activity logs.
- Lead Source and Marketing Data: information regarding the source of your End Customer leads and related marketing information, including data collected via web forms, integrations, and advertising tools.
- Cookies and Tracking Data: information collected via cookies and similar tracking technologies (see "**Third-Party Tracking and Interest-Based Advertising**").

Do not upload or share any of the following types of information through the Services.

- Government-issued identifiers (e.g., Social Security Numbers or driver's license numbers);
- Personal health or financial information subject to HIPAA or GLBA, including payment information, such as bank account or payment card numbers; and

- Personal Information from or about children under 18.

5. How We Use Information

We use Personal Information collected to:

- Provide, create, operate, develop, personalize, maintain, and improve, including by using internally-developed or licensed artificial intelligence and machine learning,: (a) the Services, and (b) our other products and services (including those provided directly or indirectly), but not using Agent-Only Customer Data for the purposes described in (b).
- Communicate with you about the Services, including updates, support, and administrative messages; process subscriptions and payments; and respond to your requests and feedback.
- Create aggregated or de-identified data from Personal Information. Aggregated or de-identified data is not subject to this Privacy Notice and we may use it or share it with third parties for lawful business purposes.
- Facilitate communication between Customers and End Customers.
- Send direct marketing communications (with the ability to opt out), display interest-based ads through third-party partners using cookies and similar tracking technologies, and engage in other marketing activities to promote products or services that may interest you or our Mutual Customers, but we will not use Agent-Only Customer Data for this purpose.
- Protect the rights, privacy, safety, or property of you, us, our users, or others; enforce our Terms of Service; monitor compliance with legal and internal obligations; prevent and investigate fraud, abuse, or security threats; comply with laws; and respond to formal legal process or government inquiries such as subpoenas and search warrants.
- Carry out other purposes with your consent, such as posting your testimonials or endorsements.

6. How We Share Information

We may share Personal Information with:

- Our Service Providers, including hosting vendors, analytics partners, and payment processors. We allow Service Providers to use Customer Data and End Customer Data only as instructed to provide services to us.
- ZINC affiliates for service optimization, product research and development, and internal business operations, but we will not share Agent-Only Customer Data for this purpose.
- Legal and regulatory entities in response to subpoenas, court orders, search warrants, and other forms of formal legal process, or to establish or exercise our legal rights or defend against claims. We may also share information if we believe it is necessary to investigate, prevent, or address illegal activity, suspected fraud, violations of our policies, or threats to the rights, property, or safety of ZINC, our users, or others.
- Affiliated companies or successors as permitted by law to facilitate business transitions. In connection with a merger, acquisition, sale of assets, bankruptcy, or other corporate transaction, we may disclose or transfer some or all of your Customer Data and End Customer Data as part of the business transfer. If there is a material change in ownership or control of your Customer Data and End Customer Data, we will provide notice as set forth herein.
- Third-Party integration partners when you authorize connections to external tools (e.g., lead platforms, calendar integrations). This includes your use of the FUB API to transfer End Customer Data to and from third parties of your choosing.
- Carriers and Communications Providers as necessary to deliver client communications such as SMS, phone, and email messages.

Other than placement of third-party tracking technologies described in Section 5 of the Zillow Privacy Notice (which may constitute data “sales” under state laws), we do not sell Personal Information, including Customer Data or End Customer Data, as defined under applicable privacy laws.

7. Your State Privacy Rights

If you are a Customer and a resident of California, you have the right to:

- Request access to the personal information we have collected about you;
- Request deletion or correction of your personal information;
- Opt out of the sale or sharing of your personal information; and
- Not be discriminated against for exercising your rights.

To submit a request, email us at privacy@followupboss.com. We may verify your identity using your account information, and we may request additional documentation if you designate an authorized agent.

If you are an End Customer, you may exercise your privacy rights as described in **Zillow's Privacy Notice**.

Contact Us
If you have any questions or concerns regarding this Addendum or our data practices, please contact us at **support@followupboss.com**.

*The previous version of the Follow Up Boss Privacy Notice can be viewed at **https://www.followupboss.com/legal-pages/privacy-policy-archive**.*

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