Zillow Group Website Privacy Notice

The information we collect, why we use it, who we share it with, and how we protect it, along with the tools you can use to manage your privacy.

To learn more about how Zillow uses interest-based advertising—and to manage your ad choices—please review the 'Third-Party Tracking & Interest-Based Advertising' section of our Privacy Notice below and visit our Privacy Portal.

Effective Date: November 15, 2025

When you use Zillow Group services to find, buy, rent, or sell your home, get a mortgage, or connect to a real estate professional, we know you're trusting us with your data. We also know we have a responsibility to respect your privacy, and we work hard to do just that. This Privacy Notice explains what personal data we collect, why we use it, who we share it with, and how we protect it, along with the tools you can use to manage your privacy.

Who We Are: Zillow Group offers a wide range of offerings that focus on all stages of your

home journey: searching, renting, buying, selling, financing, and home improvement.

We know that everyone's home journey is different, and that deciding on the right place to call home is an intimate, personal experience. Along with a wealth of information about homes, neighborhoods, market conditions, local real estate professionals, and financing options, we also use the information you give us to provide and improve our services and help you find your next home.

When we use the terms "Zillow Group," "we," "us," or "our" in this Privacy Notice, we are referring to the Zillow Group affiliates, subsidiaries, and brands (and their successors) including Zillow, Zillow Premier Agent, Follow Up Boss, Zillow Rentals, Trulia, Out East, StreetEasy, and HotPads.

Our Offerings: When we use the terms "offerings" or "services," we are referring to our Internet websites, mobile applications, and other services that link to this Privacy Notice and that we offer and manage on our own behalf, including:

- Our corporate websites that link to this Privacy Notice;
- Rental services, such as applications, leases, or payments;
- Connections (such as connecting you to a lender or agent); and
- Other offerings we may make available through our sites and apps.

This Privacy Notice does not cover or address:

- Our other affiliated brands and entities, such as ShowingTime+, Aryeo, Zillow Home Loans, and Spruce. These affiliated brands and entities have their own Privacy Notices, and personal data they hold is governed according to their respective Privacy Notices, unless otherwise stated therein.
- Disclosures or rights we may provide to you in relation to the federal Fair Credit Reporting Act (FCRA) or the federal Gramm-Leach-Bliley Act (GLBA);
- Disclosures or rights we may provide to you in relation to U.S. state-specific financial privacy laws;

- Offerings that we provide solely on behalf of our business partners; and
- Personal data and privacy practices relating to job applicants, employees and other Zillow Group personnel.

For offerings provided by our customers who are real estate professionals (such as real estate agents, builders, third-party lenders, and property managers), please refer to the privacy notice of the real estate professional with whom you have a relationship for information on how they engage us to process your personal data.

What is Personal Data?

Our Collection and Use of Personal Data

Our Disclosure of Personal Data

Choices About Your Data

Third-Party Tracking and Interest-Based Advertising

Follow Up Boss

Children's Personal Data

Region-Specific Disclosures

Third-Party Websites

Updates to this Privacy Notice

Contact Us

U.S. State Privacy Disclosures

What is personal data?

What is personal data?

When we use the term “personal data” in this Privacy Notice, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to an individual or household. It does not include aggregated or de-identified information that is maintained in a form that is not capable of being associated with or reasonably linked to you or another individual.

Our collection and use of personal data

The personal data we collect, the way we collect it, and how we use it will depend on how you are interacting with us and the type of services you use (e.g., submit a request/inquiry, register for an account, or otherwise contact us or interact with us). We also collect personal data automatically when you interact with our websites and other services and may also collect personal data from other sources and third parties.

Information you give us or create using our services

Collection of personal data

When you use our services, websites, or apps, or otherwise engage with us, we collect personal data from you. We might also collect personal data about you from our business partners, payment processors, service providers, and other third parties who collect personal data on our behalf. This information might include:

- **Account Registration and Profile Information**: If you register for an account through our services or complete a Zillow Group profile, we collect account identifiers, (including email address, a username and password, as well as internal identifiers we assign to individual accounts to allow our systems to connect account information stored in different databases). We may link your profile information to other information about your use of the websites, such as account history and records (including services you’ve used or interacted with, the date and type of account creation, account status, log in activity, transactions, the services we provide, messages received in connection with the services, and your activity on our websites

messages received in connection with the services, and your activity on our websites and mobile applications). We use this information to create and administer your account, provide you with the relevant services and information, communicate with you regarding your account and your use of the services, for customer support purposes, and to send you communications by email, push notification, or by text message, in accordance with your preferences.

- **Feedback Information**: If you submit a review, feedback, or other comments, we collect your contact information (such as first and last name, email address, and phone number) and any feedback and ratings relating to our services and products, including reviews you create of real estate professionals. We use this information to provide and improve our services, respond to your requests and inquiries and for other purposes as described in “Other Uses of Personal Data” below.

- **Inquiries and Communications**: If you communicate with us or otherwise fill out a form, submit an inquiry or question (e.g., via webform), or otherwise contact/communicate with us (e.g., via phone or chat feature), we collect and record your contact information (such as first and last name, email address, and phone number), account identifiers and history, (described above), and any other personal data and content you choose to provide in the content of your message or communication (including recordings or transcripts from phone calls and chat features with which you engage, where permitted by law). We use this information to investigate and respond to your inquiries, to facilitate communication with us, to provide you with requested information, to enhance the services we offer, and to manage and grow our business, and for other purposes as described in “Other Uses of Personal Data” below. If you represent a company or agency interested in partnering with us, we will also collect your professional and employment information in order to respond to your inquiries, communicate with you, to manage and grow our organization and to facilitate a business relationship. Our websites and online services provide you the ability to connect with us through an online web form that collects contact information (such as first and last name, email address, phone number, company name, and title with company), area(s) of interest or concern, and a custom message.

- **Geolocation and Precise Geolocation Data**: We may collect information about the location of your device, such as information derived from your device (e.g., based on a browser or device’s IP address). We may also collect more precise geolocation

(e.g., GPS latitude and longitude) of your device, if you permit us to collect this information via your device settings when you choose to share it with us through your device or browser settings for purposes of facilitating our services, such as to provide you with information about properties near you. For information on how to withdraw permission for geolocation collection, see the "Choices About Your Data" section below.

- **Newsletters and Email Communication**: Many of our websites and online services provide you an opportunity to sign up for our newsletters and email communications by providing your email address. We use your email address to communicate with you about our services and exciting developments at Zillow Group, which may include marketing communications. Please see the "Choices About Your Data" section below for additional information about opting out of our marketing communications.
- **Payment Information**: We and our third-party service providers collect information relating to your transactions with us, including details regarding payments you've made through our sites or apps. We use third-party payment tools to process and store payment information like credit card numbers or bank account information. We do not store this information ourselves.

Although we often collect the personal data described above directly from you, we may also collect certain information through our business partners, service providers, and other third parties that collect it on our behalf, such as communications providers, data brokers, payment processors, payment system providers, and information technology providers.

Please note that we link the personal data we collect in connection with our services with the other personal data that we collect and may use it for the purposes we describe in more detail in the other sections of this Privacy Notice.

Information we collect as you use our services

As is true of most digital platforms, we and our third-party service providers collect certain personal data automatically when you visit or interact with our websites, mobile apps, and other online services. This includes things like your home search history, homes you view, purchase activity, what you've clicked on, and the amount of time you spend looking at different parts of our websites. We typically collect this information through the use

automatic data collection technologies, including (i) cookies or small data files that are stored on an individual's computer and (ii) other, related technologies, such as web beacons, pixels, embedded scripts, mobile SDKs, location-identifying technologies, and logging technologies, and we may use third-party services or technologies to collect this information. We do not allow these third parties to use this information for anything other than providing us specific services. Information we collect automatically about you may be combined with other personal information we collect directly from you or receive from other sources.

Specifically, we and our third party partners may use tracking technologies to automatically collect commercial information, preferences, and internet, network and device information, including:

- **Information about how you access our services**, such as the website from which you came and the website to which you are going when you leave our websites, how frequently you access the services, when and whether you open emails or click the links contained in emails, your location when you access or interact with our Service, whether you access the services from multiple devices and other actions you take on the services.
- **Information about how you use the services**, such as the pages you visit, the links you click, the ads you view and click on, purchase information and your checkout process, the homes you search and view, and other similar actions.
- **Information about the device you use**, such as your IP address, browser type, Internet service provider, platform type, device type/model/manufacturer, operating system, date and time stamp, a unique ID that allows us to identify your browser, mobile device, or your account (including, e.g., a persistent device identifier or an Ad ID), and other such information (referred to herein as "Log Data").
- **Analytics Data**, such as information about your activity when you visit our sites or use our apps. This can include clicks, mouse movements, forms you fill out, and similar information. We use this to better understand what features and parts of the website are most useful, and which ones may need to be improved.
- **Consents:** If you grant consent to us, such as consent to receive calls or text

messages from us containing promotional content, we may generate or collect

additional usage data (including your IP address, timestamp of your consent), referred to as text messaging originator opt-in data, to establish proof that you gave your consent. We will not share your consent or usage data with any third parties, except to prove that you gave your consent.

This information allows us to improve your customer experience. For example, we may use this information to enhance and personalize your user experience, to monitor and improve our websites and services, and for other internal purposes. We may also use this information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the websites; (b) provide custom, personalized content, and information; (c) identify and contact you across multiple devices; (d) provide and monitor the effectiveness of our services; (e) perform analytics and detect usage patterns on our services; (f) diagnose or fix technology problems; (g) detect or prevent fraud or other harmful activities; and (h) otherwise to plan for and enhance our services.

We and our third party partners may collect information through tracking technologies for personalized advertising purposes. To learn more about our advertising practices and your choices relating to advertising, please see "Third-Party Tracking and Interest-Based Advertising."

Collection of personal data from other sources

In addition to the personal data collected above, we may also collect personal data as follows:

- **Affiliates**: We may receive information about you collected by Zillow Group companies, businesses, brands, and affiliated entities in our family of companies, so that information you provide to one part of our company may be used by another part to better provide you services and communicate with you.
- **Authentication Services:** We use single sign-on so you can log in using third-party platform credentials like Apple, Facebook or Google. When you do this, these services confirm your identity and may share some of your personal information with us, like your name and email. We use this information to verify your account, provide

services, communicate with you, and for marketing. The information we get depends on the third-party's policies and your privacy settings on their platform. To learn more, check the privacy policy of the third-party platform you use.

- **Business Partners**: Our business partners, such as agent partners, lending partners, builders, property managers, and other real estate professionals collect personal data related to their services and often share some or all of this information with us. For example, in some instances we receive information about transactions you complete with partners with whom we've connected you through our services. We use this information to improve the way we find and deliver information about properties to you.
- **Service Providers**: Our service providers, like payment processors and marketing providers, collect personal data and often share some or all of this information with us. For example, we receive personal data from payment processors to confirm that an individual's payment for the services was accepted. We use this information to comply with our legal obligations, to monitor activity to identify and provide you with promotions and offers, and to prevent fraud, protect our rights and the rights of others, to inform our marketing and advertising activities, and to help provide and improve our services.
- **Information Providers**: We may from time to time obtain information from third-party information providers to correct or supplement personal data we collect. For example, we may obtain updated contact information from third-party information providers to reconnect with you.
- **Publicly Available Information**: We may collect personal data from publicly available sources, such as information you publicly post or tag us in on social media sites or elsewhere online, and information contained in public records databases, such as government records or public review websites, to supplement the personal data identified above. We will use this information to conduct market research, verify your identity, prevent fraud, and improve our services.

Other collection of personal data

Other circumstances where we may collect personal information from or about individuals:

Business Representatives: We collect professional personal data about representatives of or other individuals associated with third-party businesses, including representatives of our customers and business partners, in connection with our services and the operation of our business, which may include:

- *Contact Information*: Including full name, email address, mailing address, and telephone number.
- *Professional Information*: Including job title, job function, company name and characteristics, professional background, nature of the relationship with us, and licenses, certifications, and other professional credentials related to our services and business operations.
- *Tax and Payment Information*: Including a personal tax identification number, bank account information, and payment information where you are a representative of a sole proprietor or similar legal structure that uses personal tax and account information instead of separate business information.
- *Inquiry Information*: Including the contents of emails, texts, and other communications with us or using our websites or apps and, where permitted by law, recordings of calls with us or calls routed through systems we operate and transcripts of those recordings.
- *Feedback Information*, including information provided in response to surveys we may conduct with customers or business partners, or unsolicited feedback received regarding our services and business.

Office and Event Visitors: We collect personal data about visitors to our physical offices and events, which may include:

- *Contact Information*: Including full name, email address, mailing address, and telephone number.
- *Professional Information*: Including job title, job function, company name, professional background, and nature of the relationship with us.
- *Visit Information*: Including the purpose of the visit and any restrictions or preferences

while on premise (such as dietary restrictions).

- *Security Information*: Including a copy of a government ID (such as a driver's license) and a record of the visitor's access to our office or event, any use by the visitor of our computer systems, and images or video recordings of the visitor while on premises (where permitted by law).

Uses of personal data

In addition to the uses identified above, we use the personal data we collect to:

- Facilitate our day-to-day business operations, such as helping you find your next home, or connect with a real estate professional, lender, or property manager, including using generative artificial intelligence and machine learning in line with Our AI Principles;
- Create and maintain the services, develop new products and services, and improve existing products and services;
- Aggregate information we receive to help understand individual needs, customize our services and offerings, and provide everyone better service;
- Conduct research and analytics designed to understand our customer base and improve and grow our business, products, services, and customer experience;
- Communicate with you to provide technical or administrative support;
- Prevent, investigate, and defend against fraud or unlawful or criminal activity, access to, or use of personal data and our data system services;
- Enforce, investigate, and resolve disputes and security issues and to enforce our Terms of Service and any other contracts;
- Comply with legal obligations and other governmental demands;
- Understand your preferences and interests to better serve you on your home-finding journey;
- Personalize your individual experience to better serve you on your home-finding

- Personalize your individual experience to better serve you on your home-finding journey;
- Provide you with information about other services we offer in which you may be interested;
- For any other lawful, legitimate business purpose; and
- Fulfill any other purpose for which you provide your personal data, or for which you have otherwise consented.

Our disclosure of personal data

We may disclose your personal data in the instances described below. For further information on your choices regarding your information, see the "Choices About Your Data" section below.

We disclose your personal data in the following ways:

- **Within Zillow Group**: We are able to offer the products and services we make available because of the hard work of the entire Zillow Group team. Zillow Group entities may disclose your personal data (all categories set forth in "Our Collection and Use of Personal Data" above) to other Zillow Group entities for purposes and uses that are consistent with this Privacy Notice and applicable law. For example, one part of Zillow might share your personal data with another to ensure that all the people helping in your home journey are working together for you.
- **Business Partners**: At your direction, we may share your personal data with our business partners, including real estate professionals (such as agents, brokers, property managers, and builders), to facilitate the services you request. The type of data shared varies based on the nature of your interaction with our services and the specific business partner's role and typically includes your contact information you provide as well as your search histories and insights derived from those histories. For example, if you make a request to get in contact with an agent, tour a home, or submit other requests, we may share your contact information and other content provided (e.g., name, email, phone number) and history of home or other property searches, including those you may have saved or liked, with a real estate professional for the

purpose of responding to and assisting with your request.

- **Advertising and Marketing Partners**: We coordinate and share your personal data (such as contact and profile information, unique device identifiers, inferences) with our marketing partners, including advertising networks, social networks, and marketing communication providers, in order to communicate with you about our products and services and market our products and services to you. For more information, please see "Third-Party Tracking and Interest-Based Advertising" below. We may also share aggregated demographic information with third parties interested in advertising on our online services to assist them in understanding the audience they would be reaching, but this information is not designed to identify any specific individual.

- **Service Providers**: We share personal data (all categories set forth in "Our Collection and Use of Personal Data" above) with third party vendors and service providers that perform services for or on our behalf, which may include providing mailing or email services, facilitating marketing activities on our behalf, customer service, product fulfillment, payments processing, photo sharing, data processing and enhancement services, fraud prevention, web hosting, analytic services, or other online functionality. We contractually restrict service providers from collecting, using, or disclosing personal data for any purpose other than performing agreed upon services for us.

- **Support for Business Operations.** We share personal data (all categories set forth in "Our Collection and Use of Personal Data" above) with third parties that provide and support critical business operations, such as tax, legal, and accounting services. We contractually restrict these parties from collecting, using, or disclosing personal data for any purpose other than performing agreed upon services for us.

- **Business Transaction or Reorganization**: We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose your personal data (all categories set forth in "Our Collection and Use of Personal Data" above) to a third party during negotiation of, in connection with, or as an asset in such a corporate business transaction. Your personal data may also be disclosed in the event of insolvency, bankruptcy, or receivership.

- **Legal Obligations and Rights**: We may disclose your personal data (all categories set forth in "Our Collection and Use of Personal Data" above) to third parties, such as

legal advisors and law enforcement:

-In connection with the establishment, exercise, or defense of legal claims;
-To comply with laws and regulations or to respond to lawful requests and legal process such as a subpoena or search warrant;
-To protect our rights and property and the rights and property of our agents, customers, and others, including to enforce our agreements, notices, and terms of use;
-To detect, suppress, or prevent fraud;
-To reduce credit risk and collect debts owed to us;
-To protect the health and safety of us, our customers, or any person; or
-As otherwise required by applicable law.
-You can find more information about our procedures for these types of disclosures here.

- **Otherwise with Consent or At Your Direction**: We may disclose your personal data to certain other third parties or publicly with your consent or direction. If you post a comment or review our website or a comment on our social media sites, the information you provide may be displayed publicly online for others to view.

Choices about your data

Profile Access and Data Sharing. You may access and update your profile information, such as your user name, address, or billing information, and may change some of your data sharing preferences on your account page.

Geolocation and Device Permissions. You are free to decline to provide precise geolocation information through your mobile device settings or any prompt requesting location information. You may also control (opt-in or opt-out) the collection of geolocation data by adjusting your location services options in your mobile device or browser settings. We may still infer your approximate location (for example, based on your IP address), but not your precise geolocation, when you access the services. If you would like to update your device permissions, such as permissions to access your camera, you can do so in your mobile device settings.

Promotional Email Communications. You can stop receiving promotional email

communications from us by following the “unsubscribe” instructions provided in such communications or by visiting the Account Settings page in your account on our website. We make every effort to promptly process all unsubscribe requests. You may still receive service-related communications, including account verification, transactional communications, changes/updates to features of the services, and technical and security notices.

Third Party Tracking and Interest-Based Advertising. We participate in interest-based advertising and use third party advertising companies to serve you targeted advertisements based on your browsing history. To learn more about our advertising practices and your choices relating to advertising, please see “Third-Party Tracking and Interest-Based Advertising” for more information.

You may also have additional choices regarding your personal data depending on your state of residency. Please refer to our “U.S. State Privacy Disclosures” below for information about additional privacy choices that may be available to you. You may take action regarding your personal data in our Privacy Portal.

Third-party tracking and interest-based advertising

We may participate in interest-based advertising and use third party advertising companies to serve you targeted advertisements based on your browsing history. We may permit third party online advertising networks, social media companies, and other third-party services to collect information about your use of our websites, including our mobile apps, over time so that they may play or display ads on our services, on other websites, apps, or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through tracking technologies, such as cookies, web beacons or pixels, embedded scripts, mobile SDKs, location-identifying technologies, and similar technology (collectively, “tracking technologies”), which recognize the device you are using and collect information, including clickstream information, browser type, time and date you visited the site, device ID or AdID, geolocation, and other information. We may share a common account identifier (such as an e-mail address or user ID) or hashed data with our third-party advertising

(such as an e-mail address or user ID) or hashed data with our third-party advertising partners to help identify you across devices. We and our third-party partners may use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics, and market research.

We, or our third-party partners, may link your various devices so that content you see on one device can result in relevant advertising on another device. We may share a common account identifier (such as a hashed email address or user ID) or work with third-party partners who use tracking technologies or statistical modeling tools to determine if two or more devices are linked to a single user or household. We, and our partners, can use this cross-device linkage to serve interest-based advertising and other personalized content to you across your devices (including to improve your user experience), to perform analytics, and to measure the performance of our advertising campaigns.

Your Choices. As noted above, depending on your browser or mobile device, you may be able to set your browser to delete or notify you of cookies and other tracking technology by actively managing the settings on your browser or mobile device. You can also manage cookies by clicking the “Cookie Preferences” link at the bottom of our websites. On your mobile device, you may be able to limit interest-based advertising through your device settings by selecting “limit ad tracking” (iOS) or “opt-out of interest based ads” (Android). Please note that opt-outs are browser specific, so opting out on one browser will not affect a second browser, or device. Moreover, if you buy a new device, use a different browser, or clear all your cookies, you will have to opt out all over again. To learn more about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Network Advertising Initiative’s online resources, at http://www.networkadvertising.org/choices, and/or the DAA’s resources at www.aboutads.info/choices. You may also be able to opt-out of some – but not all – interest-based ads served by mobile ad networks by visiting http://youradchoices.com/appchoices and downloading the mobile AppChoices app. Note that some of these opt-outs may not be effective unless your browser is set to accept cookies. If you delete cookies, change your browser settings, switch browsers or computers, or use another operating system, you may need to opt-out again. Zillow Group aligns to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising.

Retention

We strive to retain your personal data only for as long as is reasonably necessary to fulfill the purpose for which it was collected and in accordance with applicable laws. The following is considered in determining appropriate retention periods:

- The length of time you maintain a user account or use our services.
- Obligations with legal, tax, and/or accounting requirements set by a legislature, regulator, or other government authority.
- Support of dispute resolution and claims processes.
- Compliance with litigation holds, contractual obligations, statutes of limitations, regulatory investigations, or other laws requiring us to keep records of your transactions with us.

Once retention of your personal data is no longer necessary for the purposes outlined above, we will either delete or de-identify the personal data. We may retain copies of your personal data in backup archives. In these cases, your personal data is stored securely and isolated from further processing until deletion or de-identification is possible. Should our systems need to be restored with backups, unnecessary personal data will be deleted at the time of restoration.

Follow Up Boss

Follow Up Boss (“FUB”) is a Zillow service offered to real estate professionals. Some of your Personal Data may be collected through FUB as described in the FUB Addendum to this Privacy Notice, which is incorporated into and is a part of this Privacy Notice. If you have a Zillow user account and are a contact in a FUB customer’s account (e.g., if you connect with an agent through one of our sites and that agent uses FUB), your Personal Data collected in FUB after the effective date of this Notice is subject to this Privacy Notice and will be used as described herein. You can access the FUB Privacy Notice Addendum here.

Children's personal data

Our websites and online services are not directed to, and we do not intend to or knowingly collect or solicit personal data from children under the age of 13. If you are under the age of 13, please do not use our websites or online services or otherwise provide us with any personal data either directly or by other means. If a child under the age of 13 has provided personal data to us, we encourage the child's parent or guardian to contact us as described below to request that we remove the personal data from our systems. If we learn that any personal data we collect has been provided by a child under the age of 13, we will promptly delete that personal data.

Region-specific disclosures

We may choose or be required by law to provide different or additional disclosures relating to the processing of personal data about residents of certain countries, regions, or states. Please see below for disclosures that may be applicable to you:

- If you are a resident of a state that grants you specific privacy rights, please see below for U.S. state-specific privacy disclosures.
- If you are a resident of Nevada, Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt out of potential future sales of certain covered information that a website operator has collected or will collect about the resident. To submit such a request, please contact us at privacy@zillow.com.

Third-party websites

Our websites and online services may include links to or redirect you to third-party websites, plug-ins, and applications, including social media services where you may connect with us. Third-party websites may also reference or link to our websites and online services. Except where we post, link to, or expressly adopt or refer to this Privacy Notice, this Privacy Notice does not apply to, and we are not responsible for, any personal data practices of third-party websites and online services or the practices of other third parties. To learn about these third parties' personal data practices, please visit their respective privacy notices

respective privacy notices.

Updates to this privacy notice

We will update this Privacy Notice from time to time. When we make changes to this Privacy Notice, we will change the “Effective Date” at the beginning of this Privacy Notice. If we make material changes to this Privacy Notice, we will notify you through appropriate communication channels, as required by applicable law. All changes shall be effective from the date of publication unless otherwise provided in the notification.

Contact us

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, please send an email to privacy@zillow.com.

Alternatively, inquiries may be addressed to:

Zillow, Inc.
Attn: Consumer Care
1301 Second Avenue
Floor 36
Seattle, WA 98101

U.S. state privacy disclosures

These U.S. State Privacy Disclosures supplement the above information by providing additional information about our personal data processing practices. Unless otherwise expressly stated, all terms defined in our Privacy Notice retain the same meaning in these Disclosures.

Additional personal data disclosures

Personal data disclosures

We disclose all of the categories of personal data we collect to the categories of recipients set forth in the Our Disclosure of Personal Data section of our Privacy Notice.

Personal data sales and targeted advertising

Our disclosure of personal data to the following categories of third parties may qualify as the sale of personal data, or the sharing or processing of personal data for the purpose of displaying advertisements that are selected based on personal data obtained or inferred over time from an individual's activities across businesses or distinctly-branded websites, applications, or other services (otherwise known as "targeted advertising" or "cross-context behavioral advertising") under certain privacy laws:

- Advertising networks and social networks: we may share device identifiers, a hashed identifier (such as a hashed email address), cookie ID or other internet/network information; inferences about your interests and preferences, for the purpose of displaying targeted advertisements.
- Advertising partners to market services you may be interested in: we may share a device identifier, a hashed identifier (such as a hashed email address), cookie ID or other internet/network information; pseudonymous identifier, inferences about your interests and preferences.

Depending on your state of residency and subject to certain legal limitations and exceptions, you may be able to limit or opt-out of the sale of personal data or the processing of personal data for purposes of targeted advertising.

Please note we do not sell the personal data of individuals we know to be less than 18 years of age or share such information for targeted advertising purposes.

Sensitive information

Some types of personal data we collect may be classified as "sensitive" under certain privacy laws ("sensitive information"). To the extent we collect sensitive information, we use this sensitive information for the purposes set forth in the "Our Collection and Use of Personal Data" section of our Privacy Notice, to enter into and perform a contract with you, to fulfil your requests and perform our service, to comply with legal and regulatory

you, to fulfill your requests and perform our service, to comply with legal and regulatory requirements, to protect the life or physical safety of you or others, or as otherwise

permissible for our internal business purposes consistent with applicable laws. Specifically:

- Social Security number, driver's license number, and passport number. We use this information for identify verification, for example when it is required to pull credit and background checks as part of rental application or it is required for certain payment obligations;
- Username and password is used to authenticate your access to the site and maintain your account; and
- Precise geolocation data is collected only with your permission to provide features of the services you engage with, such as conducting a home search near your "current location."

We do not sell your sensitive information, and we do not process or otherwise share sensitive information for the purpose of targeted advertising.We may request your consent before collecting sensitive information, and/or you may be able to request to limit, or withdraw consent for, our processing of sensitive information, subject to certain legal limitations and exceptions (as described in the Your Rights and Choices section below).

De-identified information

We may at times receive or process personal data to create de-identified data that can no longer reasonably be used to infer information about, or otherwise be linked to, a particular individual or household. Where we maintain de-identified data, we will maintain and use the data in de-identified form and not attempt to re-identify the data except as required or permitted by law.

Minors

We do not sell or, for the purpose of targeted advertising, share the personal data of individuals we know to be less than 18 years of age or other age specified by applicable law in your state of residence.

If you are under the age of 18 and you want to remove your name or comments from our website or publicly displayed content, please contact us directly at privacy@zillow.com. We may not be able to modify or delete your information in all circumstances.

If you wish to submit a privacy request on behalf of your minor child in accordance with applicable jurisdictional laws, you must provide sufficient information to allow us to reasonably verify your child is the person about whom we collected personal information and you are authorized to submit the request on your child's behalf (i.e., you are the child's legal guardian or authorized representative).

Your privacy choices

You may be able to exercise some or all of the following rights:

The Right to Know	The right to confirm whether we are processing your personal data and, under some state laws, to obtain certain personalized details about the personal data we have collected about you, including: -The categories of personal data collected; -The categories of sources of the personal data; -The purposes for which the personal data were collected; -The categories of personal data disclosed to third parties (if any), and the categories of recipients to whom the personal data were disclosed; -The categories of personal data shared for targeted advertising, cross-context behavioral advertising purposes (if any), and the categories of recipients to whom the personal data were disclosed for those purposes; and -The categories of personal data sold (if any), and the categories of third parties to whom the personal data were sold.
The Right to Access &	The right to obtain access to the personal data we have collected about you and, where required by law, the right to obtain a copy of

Portability	the personal data in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the data to another entity without hindrance.
The Right to Correction	The right to correct inaccuracies in your personal data, taking into account the nature of the personal data and the purposes of the processing of the personal data.
The Right to Deletion	The right to have us delete the personal data we maintain about you. Please note that these requests will not extend to any copies of personal data about you stored and maintained in our systems by other users, such as a real estate agent using FUB; please contact those users to exercise any rights that may be available to you.
The Right to Opt-Out of Sales or Sharing of Personal Data	The right to direct us not to "sell" your personal data to third parties for monetary or other valuable consideration, or "share" your personal data to third parties for cross-context behavioral advertising purposes and targeted advertising purposes.
The Right to Withdraw Consent/Opt-Out of Sensitive Information Processing	The right to withdraw consent you previously provided to us to collect and process your sensitive information. For information on how to withdraw permission for precise geolocation collection via your device, see the "Choices About Your Data" section of the Privacy Notice.
For Residents of Delaware, Oregon, and	

Minnesota:

The Right to a List of Third Parties	The right to request a list of the specific third parties (as defined under applicable law) to whom we disclose personal data. *To exercise this right, please email us at privacy@zillow.com.*

Automated Decision-Making and Profiling. We do not conduct automated processing of personal data for the purposes of evaluating, analyzing, or predicting an individual's personal aspects in furtherance of decisions that produce legal or similarly significant effects, as those practices are defined under applicable laws. As a result, we do not provide a right to exercise control over such forms of automated decision-making and profiling.

Depending on your state of residence, you may also have the right to not receive retaliatory or discriminatory treatment in connection with a request to exercise the above rights. However, the exercise of the rights described above may result in a different price, rate, or quality level of product or service where that difference is reasonably related to the impact the right has on our relationship or is otherwise permitted by law.

Submitting privacy rights requests

To submit a request to exercise one of the privacy rights identified above, please:

- Navigate to our **Privacy Portal** (for rights other than the Right to a List of Third Parties); or
- Email us at privacy@zillow.com.

We will respond to such requests in accordance with applicable privacy law in your state of residence. We may need to verify your identity before processing your request. To submit a request, you'll need to log in to your account with us so we can verify your identity. If you can't log in or don't have an account, we may not be able to link you to any personal data of yours on our systems, but we'll do our best. In certain circumstances, we may decline a request to exercise the rights described above, particularly where we are unable to verify your identity or locate your information in our systems. We will use

unable to verify your identity or locate your information in our systems. We will use personal data provided in connection with a rights request only to review and comply with the request.

To exercise your right to opt-out of personal data sales or sharing for targeted advertising

Unless you have exercised your Right to Opt-Out, we may disclose your personal data to third parties for online advertising purposes who may use such information for their own purposes in accordance with their own privacy notices. Under some state laws, disclosing personal data for online advertising like this may be considered a “sale” of personal data or “sharing” of personal data for targeted advertising or cross-context behavioral advertising purposes.

- Zillow allows certain companies to place tracking technologies like cookies and pixels on our sites, which allow those companies to receive information about your activity on Zillow that is associated with your browser or device. The companies may use that data to serve you more relevant ads on our sites or others.
- Zillow may share your information to third parties in order to help us find similar audiences who may be similarly interested in our services.

Except for this kind of selling or sharing, Zillow doesn’t otherwise sell any of your personal data.

You always have control over whether tracking technologies work on your devices. At any time, you can use our cookie preference tools (see “Cookie Preferences” linked in our websites’ footer) to manage what kinds of cookies and other tracking technologies you’re comfortable with. See our Privacy Portal for information about how to access these tools. You can also disable cookies altogether by adjusting the settings on your browser. However, if you choose to disable some or all cookies, some parts of our services may no longer function as intended. For more information, see the “Third-Party Tracking and Interest-Based Advertising” section in the Privacy Notice.

If you have an account, we recommend logging into your account before submitting an Opt-Out request, which will help us to honor this request across other devices you may

use in connection with your account. You do not need to create an account with us to exercise your Right to Opt-Out. However, we may ask you to provide additional personal data so that we can properly identify you to track compliance with your opt-out request. We will only use personal data provided in an opt-out request to review and comply with the request. If you choose not to provide this data, we may be able to process your request only to the extent we are able to identify you in our data systems.

To exercise the Right to Opt Out of Personal Information Sales or Sharing as it relates to the use of cookies and other tracking technologies for targeted advertising purposes, please visit our **Privacy Portal** or click on the “Cookie Preference” link in the footer of the website for which you wish to exercise your Right to Opt Out.

If you are visiting our site with the Global Privacy Control enabled, any cookies that constitute sales or are used for targeted advertising should already be turned off automatically in our cookie preference manager (see “Cookie Preference” link in the footer of our websites). Please note this opt-out tool is website-, device-, and browser-specific, so you will need to change your preferences on each device and browser you use to interact with the specific website you are visiting.

Submitting authorized agent requests

In certain circumstances, you are permitted by law to use an authorized agent to submit requests on your behalf through the designated methods set forth above where we can verify the authorized agent’s authority to act on your behalf. In order to verify the authorized agent’s authority, we generally require evidence of either: (i) a valid power of attorney; or (ii) a signed letter containing your name and contact information, the name and contact information of the authorized agent, and a statement of authorization for the request. Depending on the evidence provided and your state of residence, we may still need to separately reach out to you to confirm the authorized agent has permission to act on your behalf and to verify your identity in connection with the request.

Appealing privacy rights decisions

Depending on your state of residence, you may be able to appeal a decision we have made in connection with your privacy rights request. All appeal requests should be

submitted via email to privacy@zillow.com.

California-specific disclosures

The following disclosures only apply to residents of the State of California.

California categories of personal data

California law requires we provide disclosures to you about what personal data we collect by reference to the enumerated categories of personal data set forth within California law. To address this obligation, we have identified below the relevant enumerated California personal data category for the personal data, sources and purposes described in the "Our Collection and Use of Personal Data" section of our Privacy Notice:

- **Identifiers**, including Account Registration and Profile Information, information related to your feedback, inquiries, and communications, credit and identity information relating to data used to identify you, full name, IP address, and government identification number (including Social Security number, passport number, and driver's license number).
- **Customer Records**, including Account Registration and Profile Information, security/authentication information, and Payment Information.
- **Protected Classification Characteristics**, including age, date of birth, gender, and sex.
- **Commercial Information**, including Account Registration and Profile Information relating to your purchases, Profile Information relating to your transactions, preferences, and interests, and Feedback Information.
- **Internet/Network Information**, including information about how you access and use the services, Log Data, and Analytics Data.
- **Geolocation Data,** including general location or more precise geolocation with your consent or when permitted by law.
- **Sensory Information**, including, where permitted by law, recordings of phone calls

between us and individuals, and image and video recordings of visitors to our offices or events.

- **Profession/Employment Information**, including the business or organization you represent, your title with that business or organization, and information relating to your role with the business or organization.
- **Sensitive Information**, including Social Security number, driver's license number, passport number, credit/debit card number plus expiration date and security code (CVV), financial account number and routing number, username and password, and precise geolocation.
- **Other Personal Data**, including any information you provide us in connection with signing up for newsletters, email communications, and surveys, personal data you permit us to see when interacting with us through social media, and personal data you provide us in relation to a question, request, inquiry, survey, contest, or promotion.
- **Inferences**, including our predictions about interests and preferences and related service Profile Information.

We collect this data from the following sources: directly from you, from our business partners and affiliates, from your browser or device when you visit our mobile app(s) or use our Services, or from third parties that you permit to share information with us. Please see "Our Collection and Use of Personal Data" section of our Privacy Notice for more information about the sources of personal data we collect. We disclose all of these categories of personal data for a business purpose to service providers or other third parties at the consumer's direction, as outlined in the "Our Disclosure of Personal Data" section of our Privacy Notice.

"Shine the Light" disclosures

The California "Shine the Light" law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. To opt out of this type of sharing, please visit our Privacy Portal or email us at privacy@zillow.com.

Prior version of this policy

- September 22, 2025

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Zillow Group is committed to ensuring digital accessibility for individuals with disabilities. We are continuously working to improve the accessibility of our web experience for everyone, and we welcome feedback and accommodation requests. If you wish to report an issue or seek an accommodation, please let us know.

Affiliated Business Arrangement Disclosure
Zillow, Inc. holds real estate brokerage licenses in multiple states. Zillow (Canada), Inc. holds real estate brokerage licenses in multiple provinces.
All mortgage lending products and information provided by Zillow Home Loans, LLC, NMLS #10287. NMLS Consumer Access
Licensed Mortgage Banker, N.Y.S. Department of Financial Services
2600 Michelson Drive, Suite 1201, Irvine, CA 92612 | Equal Housing Lender | Licensing Information
§ 442-H New York Standard Operating Procedures
§ New York Fair Housing Notice
TREC: Information about brokerage services, Consumer protection notice
California DRE #1522444

Contact Zillow, Inc. Brokerage

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