

[Realtor](#) vs [Zillow](#)

Realtor

Realtor indicates three separate means of data collection in their privacy policy: data you provide to them, data provided by a third party (such as google), and data collected through their website. If provided, Realtor will collect your name, address, email, telephone, username, password, social security number, payment information, reviews, and comments. From third party services, they collect demographic data, purchasing data, and occupational data. They automatically collect your IP address, device information, referring URL, web pages/advertisements viewed or clicked on, viewing behavior, dates and times, location, and phone number.

Realtor uses this information to manage your account, provide promotional materials, respond to inquiries, provide as an anonymized resource to third parties, provide technical support, generate suggestions, and comply with legal requirements.

Zillow

Zillow is a bit more flexible in their policy description. They indicate three types of data collection as well, but don't dive into the specific pieces of information they collect. Zillow indicates they collect transaction details, search history, and payment info.

Zillow uses this information to assist with transactions, provide information on relevant homes, and improve ads.

Overall, reading this policy makes me feel more secure with Realtor than Zillow simply because Zillow appears to be hiding in vagueness. They avoid providing any specific information in their policy, which feels like they know they're doing something fishy. Realtor is certainly gathering more information than I want them to gather, but at least they're telling me what the rules are.