

FOX HOLLOW CO.

PRIVACY POLICY

1. INTRODUCTION AND WHO WE ARE

Fox Hollow Co. LLC ("Fox Hollow Co.," "we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website at foxhollowco.com (the "Site") or use any of our services, including those offered through Fox Hollow Consulting, Fox Hollow Realty Group (brokered by Townsend Realty of Texas), and Fox Hollow Media (collectively, the "Services").

This Privacy Policy is incorporated into and made part of our Terms of Use & Service. By using the Site or any Service, you consent to the data practices described in this Privacy Policy. If you do not agree, please discontinue use of the Site and Services immediately.

For questions or concerns regarding this Privacy Policy, please contact us at help@foxhollowco.com.

2. INFORMATION WE COLLECT

2.1 Information You Provide Directly

We collect information you voluntarily provide when you interact with the Site or Services, including:

- Contact information such as your name, email address, phone number, and mailing address
- Account registration information including username and password
- Payment and billing information processed through our third-party payment processors
- Information submitted through contact forms, inquiry forms, or booking requests
- Communications you send to us by email or through the Site
- Information provided in connection with Fox Hollow Realty Group representation agreements, buyer/seller/tenant/landlord disclosures, or transaction documents
- Property information submitted in connection with Fox Hollow Media service bookings
- Course enrollment information and progress data submitted through Fox Hollow Consulting

2.2 Information Collected Automatically

When you visit the Site, certain information is collected automatically through cookies, web beacons, log files, and similar tracking technologies, including:

- IP address and approximate geographic location derived therefrom
- Browser type, version, and operating system
- Device type and screen resolution
- Pages visited, time spent on pages, and navigation paths
- Referring URL and exit pages
- Date and time of your visit

- Clickstream data and interaction data

2.3 Information From Third Parties

We may receive information about you from third-party sources, including:

- Payment processors such as Stripe or PayPal, who provide transaction confirmation and billing details
- Analytics providers who aggregate usage data about Site visitors
- Real estate Multiple Listing Services (MLS) in connection with Fox Hollow Realty Group transactions
- Matterport, Inc. in connection with Fox Hollow Media Matterport tour services

3. HOW WE USE YOUR INFORMATION

Fox Hollow Co. uses the information we collect for the following purposes:

- To operate, maintain, and improve the Site and all Services
- To process transactions, fulfill orders, and deliver Digital Products purchased through Fox Hollow Consulting
- To schedule and deliver Fox Hollow Media photography, videography, drone, and Matterport services
- To facilitate real estate transactions, representation, and related services through Fox Hollow Realty Group
- To respond to your inquiries, service requests, and customer support needs
- To send transactional communications, including purchase confirmations, service agreements, and account notices
- To send promotional communications, newsletters, and marketing materials, where you have opted in or where permitted by applicable law
- To administer courses, track learning progress, and issue completion records through Fox Hollow Consulting
- To analyze usage patterns and improve the user experience of the Site
- To detect, prevent, and respond to fraud, security incidents, and violations of our Terms of Use
- To comply with applicable legal obligations, including Texas Real Estate Commission requirements and other regulatory requirements
- To enforce our Terms of Use & Service and other applicable agreements

4. COOKIES AND TRACKING TECHNOLOGIES

4.1 What Are Cookies

Cookies are small text files stored on your device when you visit a website. They allow the Site to recognize your device, remember your preferences, and collect information about how you use the Site. We use both session cookies (which expire when you close your browser) and persistent cookies (which remain on your device for a set period or until deleted).

4.2 Categories of Cookies We Use

We categorize the cookies used on the Site as follows:

Strictly Necessary Cookies

These cookies are essential for the Site to function and cannot be disabled. They are set in response to your actions such as logging in or filling out forms.

Cookie Name	Source	Purpose	Duration
wordpress_[hash]	WordPress	Login authentication	Session
wordpress_logged_in_[hash]	WordPress	Tracks logged-in status	Session
wp-settings-[user_id]	WordPress	Stores user preferences	1 year
wordpress_test_cookie	WordPress	Tests browser cookie support	Session
elementor	Elementor	Editor preferences	Session

Analytics and Performance Cookies

These cookies help us understand how visitors interact with the Site by collecting information anonymously. This information allows us to improve the Site and Services.

Cookie Name	Source	Purpose	Duration
[_ga]	[Google Analytics]	[Distinguishes unique users]	[2 years]
[_gid]	[Google Analytics]	[Distinguishes users]	[24 hours]
[_gat]	[Google Analytics]	[Throttles request rate]	[1 minute]

Marketing and Advertising Cookies

We do not currently use marketing cookies

Functional / Preference Cookies

We do not currently use functional cookies beyond WordPress defaults.

4.3 Managing Cookies

You may control and manage cookies through your browser settings. Most browsers allow you to refuse new cookies, delete existing cookies, and set preferences for certain websites. Please note that disabling

strictly necessary cookies may impair the functionality of the Site. Instructions for managing cookies in common browsers:

- Google Chrome: Settings → Privacy and Security → Cookies and other site data
- Mozilla Firefox: Settings → Privacy & Security → Cookies and Site Data
- Safari: Preferences → Privacy → Manage Website Data
- Microsoft Edge: Settings → Cookies and site permissions

4.4 Cookie Consent

When you first visit the Site, you will be presented with a cookie consent banner that allows you to accept or decline non-essential cookies. You may change your cookie preferences at any time by clicking the cookie settings link in the footer of the Site. We use [CookieYes / Complianz / INSERT COOKIE PLUGIN NAME] to manage cookie consent on the Site.

5. HOW WE SHARE YOUR INFORMATION

Fox Hollow Co. does not sell your personal information to third parties. We may share your information in the following limited circumstances:

5.1 Service Providers and Vendors

We share information with trusted third-party service providers who assist us in operating the Site and delivering Services, including:

- Payment processors (such as Stripe or PayPal) for billing and transaction processing
- Email service providers for transactional and marketing communications
- Web hosting and cloud storage providers
- Analytics providers for Site usage analysis
- Matterport, Inc. for 3D virtual tour delivery and hosting through Fox Hollow Media
- Customer relationship management (CRM) platforms

All service providers are contractually required to use your information solely to provide services to Fox Hollow Co. and to maintain appropriate security safeguards.

5.2 Fox Hollow Realty Group and MLS

In connection with real estate transaction services provided through Fox Hollow Realty Group, we may share relevant personal information with the Multiple Listing Service (MLS), Townsend Realty of Texas (as sponsoring broker), other real estate agents and brokers involved in a transaction, title companies, lenders, escrow agents, and other transaction participants as reasonably necessary to complete a real estate transaction or fulfill our obligations under applicable law.

5.3 Legal Requirements

We may disclose your information when required by law, court order, subpoena, or other legal process, or when we reasonably believe disclosure is necessary to protect the rights, property, or safety of Fox Hollow Co., our users, or the public, or to comply with applicable regulations including Texas Real Estate Commission requirements.

5.4 Business Transfers

In the event of a merger, acquisition, reorganization, sale of assets, or bankruptcy involving Fox Hollow Co., your personal information may be transferred as part of that transaction. We will provide notice before your personal information is transferred and becomes subject to a different privacy policy.

5.5 With Your Consent

We may share your information with third parties in ways not described in this Privacy Policy when we have obtained your express consent to do so.

6. DATA RETENTION

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including to satisfy legal, accounting, and reporting obligations, resolve disputes, and enforce our agreements. The specific retention periods depend on the nature of the information and the purpose for which it was collected:

- Account information is retained for the duration of your account and for a reasonable period thereafter
- Transaction records and payment information are retained for a minimum of seven (7) years for tax and accounting purposes
- Real estate transaction records are retained in accordance with Texas Real Estate Commission retention requirements, currently a minimum of four (4) years
- Fox Hollow Media booking and deliverable records are retained for a minimum of three (3) years
- Marketing communications records are retained until you unsubscribe or request deletion
- Cookie and analytics data is retained in accordance with the retention periods specified in the cookie table in Section 4

7. DATA SECURITY

Fox Hollow Co. implements commercially reasonable technical, administrative, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, alteration, and destruction. These measures include encrypted transmission of sensitive data via SSL/TLS, secure storage practices, access controls limiting data access to authorized personnel, and regular review of our security practices.

However, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security of your personal information. In the event of a data breach that affects your rights or freedoms, we will notify you as required by applicable law.

8. YOUR PRIVACY RIGHTS AND CHOICES

8.1 Access, Correction, and Deletion

Subject to applicable law, you may have the right to: (a) access the personal information we hold about you; (b) request correction of inaccurate or incomplete personal information; (c) request deletion of your personal information, subject to certain exceptions; and (d) request a portable copy of your personal information. To exercise any of these rights, please contact us at help@foxhollowco.com with your request.

8.2 Marketing Communications

You may opt out of receiving promotional emails from Fox Hollow Co. at any time by clicking the "Unsubscribe" link in any promotional email or by contacting us at help@foxhollowco.com. Please note that even if you opt out of promotional communications, you will continue to receive transactional and account-related communications that are necessary to provide the Services.

8.3 Cookie Preferences

You may manage your cookie preferences at any time through the cookie consent tool accessible in the footer of the Site or through your browser settings as described in Section 4.3.

8.4 California Residents

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know what personal information is collected and how it is used, the right to delete personal information, the right to opt out of the sale or sharing of personal information (Fox Hollow Co. does not sell personal information), and the right to non-discrimination for exercising your privacy rights. To exercise California privacy rights, contact us at help@foxhollowco.com.

8.5 Texas Residents

Texas residents may have rights under the Texas Data Privacy and Security Act (TDPSA), including rights to access, correct, delete, and obtain a portable copy of personal data. To submit a privacy request under the TDPSA, contact us at help@foxhollowco.com. We will respond to verified requests within the timeframes required by applicable law.

9. THIRD-PARTY WEBSITES AND SERVICES

The Site may contain links to third-party websites, social media platforms, embedded tools (such as Matterport 3D tours, Calendly booking tools, or payment widgets), and other external services. This Privacy Policy does not apply to those third-party services. We encourage you to review the privacy policies of any third-party service you interact with. Fox Hollow Co. is not responsible for the privacy practices of third parties.

10. CHILDREN'S PRIVACY

The Site and Services are not directed to children under the age of 18, and we do not knowingly collect personal information from children under 18. If we learn that we have inadvertently collected personal information from a child under 18, we will take prompt steps to delete such information. If you believe we have collected information from a child under 18, please contact us at help@foxhollowco.com.

11. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or modify this Privacy Policy at any time. When we make material changes, we will update the "Last Revised" date at the top of this document and, where appropriate, provide additional notice such as a prominent notice on the Site or a notification to registered users. Your continued use of the Site or Services following the posting of changes constitutes your acceptance of the revised Privacy Policy.

12. CONTACT INFORMATION

For questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact:

Fox Hollow Co. LLC

foxhollowco.com

Email: help@foxhollowco.com

We will make reasonable efforts to respond to all privacy-related inquiries within thirty (30) days of receipt.

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