

Privacy Policy for LoanX, Inc.

Effective Date: Apr 2, 2025

1. Introduction

LoanX, Inc. ("LoanX," "we," "us," or "our") is a Delaware Corporation headquartered in Venice, CA. We offer a software-as-a-service (SaaS) platform supporting lending agencies, real estate professionals, title and escrow teams, and financial institutions in managing loan origination, transaction coordination, and servicing processes.

By accessing or using LoanX Services, including our web and mobile applications, you agree to the terms of this Privacy Policy and expressly consent to our collection, use, and disclosure of your personal information as described herein. If you do not agree with this Privacy Policy, please do not access or use the LoanX Services.

LoanX's processing of personal information is conducted in accordance with applicable laws, including the Gramm-Leach-Bliley Act (GLBA), Fair Credit Reporting Act (FCRA), and relevant state privacy laws.

2. Scope

Multi-Sector SaaS Relationship

LoanX provides a unified platform used by lending agencies, real estate agents (individually or via brokerage teams), and title/escrow service providers. Authorized users include loan officers, real estate professionals, and title insurance staff who use LoanX to manage borrower or client data, facilitate transactions, and deliver coordinated services.

Borrower and Consumer Interactions

Borrowers, buyers, sellers, and consumers may also interact with LoanX directly through our mobile or web applications. This policy governs the use of data in all user-facing experiences.

Excluded Data Subjects

This Privacy Policy does not apply to:

- Job applicants and candidates for employment with LoanX.
- LoanX employees and non-employee workers.
- Any personal information we process solely on behalf of our customers under separate data protection agreements, to the extent that the customer is the primary controller.

Additional Privacy Notices

In some cases, additional or separate notices about our data collection and processing practices may apply. If there is a conflict between this Privacy Policy and another notice, the additional notice will control with respect to your personal information covered by that notice.

3. Information We Collect

3.1 Information You Provide Directly

- Name, email address, mobile number, and other contact details.
- Account login credentials, security questions, and passwords.
- Real estate transaction data, license details, property characteristics.
- Title, escrow, and insurance documentation.
- Communications and support inquiries.

3.2 Information Collected Automatically

- Device information, IP address, browser type, and operating system.
- Session data, interactions with the platform, usage statistics.
- Location information (if enabled on your device).

3.3 Information from Third Parties

- Credit reports and public records.
- Title and insurance data.
- Real estate listings and MLS data.
- Rate and pricing data from third-party aggregators.
- Identity verification and fraud prevention services.

3.4 Biometric and Communication Data

- Voice fingerprints to identify speakers during recorded conversations, improve data extraction, confirm consent, and assign tasks.
 - Transcripts and recordings generated through conversations.
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4. How We Collect Information

- Platform and app input from borrowers, real estate agents, title professionals, and lending teams.
- AI/ML-based analysis of call recordings, transcripts, and uploaded documents.
- Manual input by user or organization representatives.
- Authorized third-party service integrations (e.g., VOA, VOL, credit agencies, MLS feeds).

- Virtual number assignment with call forwarding. LoanX is not responsible for any costs incurred from the use of personal or agency devices.
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5. How We Use Your Information

- Operate and maintain LoanX Services across lending, real estate, and title workflows.
- Facilitate loan origination, underwriting, escrow coordination, and data validation.
- Power a voice agent that may return estimated rates and payment information (not guaranteed to be accurate due to third-party data reliance).
- Identify users via voice fingerprints for consent and workflow routing.
- Analyze trends and improve system performance.
- Provide customer service and respond to inquiries.
- Perform system diagnostics, security monitoring, and fraud prevention.
- Fulfill legal obligations and ensure compliance.
- Send email and SMS notifications; users and borrowers consent to receive such communications by providing their contact information.

LoanX does not sell, rent, or trade personal information for marketing purposes.

Automated Data Processing and Machine Learning

LoanX uses automated systems and AI to analyze, extract, and organize data from documents and interactions. These systems are not used for independent profiling or data resale.

6. Information Sharing and Disclosure

We may share information:

- At the direction of the user or their organization (broker, lender, or title firm).
 - With affiliated lenders, brokers, title agents, and real estate professionals involved in the transaction.
 - With third-party vendors for hosting, analytics, AI/ML processing, and fraud protection.
 - With regulators, auditors, or legal authorities as required.
 - In the event of a business merger, sale, or asset transfer.
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7. Data Security

We maintain strong administrative, technical, and physical safeguards:

- End-to-end encryption.
- Role-based access control.
- Continuous threat monitoring.
- Secure biometric and voice print storage.

While no system is entirely secure, we apply best practices to mitigate risks.

8. Data Retention

We retain data only as long as needed to:

- Support transactional workflows.
- Fulfill regulatory or legal obligations.
- Provide system access and support.

When data is no longer required, it is securely deleted or anonymized.

9. Your Rights & Choices

You may:

- Access, modify, or delete your data.
- Withdraw consent where applicable.
- Opt out of promotional communications.
- Request data portability (when applicable).

Borrower and consumer requests will be referred to the appropriate broker, lender, or service provider.

10. Children's Privacy

LoanX does not knowingly collect information from individuals under the age of 18. If we discover such data, it will be removed immediately.

11. Third-Party Services

Our services may include links or integrations with external sites (e.g., MLS, credit services). We are not responsible for the privacy practices of these third parties.

12. Updates to This Privacy Policy

This Privacy Policy may be revised periodically. Updates will be posted with a revised effective date. Continued use of the platform constitutes agreement.

13. Contact Us

For questions about this Privacy Policy or our data practices, contact:

LoanX, Inc.

Attn: Legal

2265 E Murray Holladay Road, Holladay, Utah 84117.

Last Updated: Jun 3, 2025