

Deleted: Effective: September 30, 2025

Toll Brothers Privacy Policy

Updated as of May 26, 2026

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At Toll Brothers, we respect and understand the importance of privacy and how it affects our customers, employees, contractors, other website visitors, business partners and others who share their personal information with us. This Privacy Policy is intended to help you understand the kinds of information that we collect, how that information is used, and your rights with respect to that information. This Privacy Policy applies to our affiliated companies, including Toll Brothers, Inc., Toll Bros., Inc., our operating companies (including those doing business under the names Toll Brothers and Storybook Homes), our mortgage, title, abstract, landscaping, home security, smart home, apartment living and other affiliates. When we refer to Toll Brothers, the Company, we, or us in this Policy, we are referring to Toll Brothers, Inc. and its affiliated companies.

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If you would like to see how the updated Privacy Policy compares to the prior version, please [click this link](#) for a comparison document.

If you are a California resident, you can click on this link to skip ahead to "[Rights for California Residents](#)".

How We Collect Information from our Website and the Internet

We collect personal information (such as your name, street address, email address and phone number) that you have voluntarily submitted to us verbally or through features on our website such as contact forms, or interactive features, including but not limited to our Chatbot. We may also temporarily log your IP address to help diagnose problems with our server, administer our website, and track usage statistics. We may temporarily share your IP address with third parties for purposes of protecting network resources. Your IP address may vary each time you visit, or it may be the same, depending on your internet provider. Either way, we cannot identify you through your IP address, and we make no attempt to do so. If you reached our website by clicking on a link or advertisement on another website, then we also track that information. This helps us maximize our internet exposure and understand our users' interests. All this information is collected and used only in the aggregate; that is, it is entered into our database, where we can use it to generate overall reports on our visitors, but not individual reports that identify you personally. We also may retain copies of your written communications with Toll Brothers, which may contain personal information, regardless of the medium through which you correspond with Toll Brothers, including, but not limited to communications the Company receives from you through the website, internet or other electronic or paper means.

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We also use "cookies," which are small pieces of data (text files) that a website — when visited by a user — asks the user's browser to store on your computer, mobile device, or any other device through which you access a website. A cookie may contain information that allows us to track your path through our website and to determine whether you have visited us before. A cookie contains no information that would allow us to identify you. We use cookies to help us understand how visitors use our website and help us improve our website. You may refuse to accept a cookie from us by following the procedures specific to your web browser; however, this may affect our ability to provide you with a full user experience. By default, cookies will be stored on your device, unless you opt out of the use of cookies through your browser settings or

by clicking on the Cookie Preferences link at the bottom of the Toll Brothers website. We use web beacons on our website or other websites, and sometimes permit third parties to place them on our website to monitor the effectiveness of advertising or for other legitimate purposes. A web beacon is a small, graphic image on a webpage, web-based document or in an e-mail message that is designed to allow the website owner or a third party to monitor who is visiting a website. Web beacons are often invisible to the user because they are typically very small (only 1-by-1 pixel) and the same color as the background of the webpage, document, or e-mail message. Web beacons are represented as HTML IMG tags in the webpage; users can click on "view profiles" of the webpage to see whether the page is using a web beacon.

Targeted Ads

We may use third-party ad servers (or ad networks) to deliver ads to you on our behalf. These third-party ad servers may collect and use non-personal information about your visits to our website to present advertisements that may be of interest to you. If you would like more information about this practice, or to opt out of having this information used by third-party ad servers to provide targeted ads, please visit <https://www.networkadvertising.org>.

Google Analytics

We also use Google Analytics, which uses first-party cookies (such as the Google Analytics cookie) and/or other first-party identifiers, and/or third-party cookies (such as Google Advertising cookies) or other third-party identifiers to make advertising more engaging to our users. Google Analytics is a web analysis service provided by Google that utilizes the data collected across multiple devices to track and examine the use of this website to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. The Google Analytics features we have implemented include Remarketing with Google Analytics; Google Display Network Impression Reporting; Google Signals; and Google Analytics Demographics and Interest Reporting.

You may opt out of Google Analytics tracking by visiting <https://tools.google.com/dlpage/gaoptout>.

Google Maps

We provide access to Google Maps. We do not collect information through Google Maps. Personal information about you may be gathered, used, and processed by Google in accordance with Google's privacy policy. Google's privacy policy, including its policy in connection with Google Maps, is available at <https://www.google.com/privacy.html>.

Do Not Track

Our websites do not currently support Do Not Track (DNT). DNT is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For all the details, including how to turn on DNT, visit donottrack.us.

Unsubscribing from Emails

If you are currently receiving emails from Toll Brothers and wish to be removed from our mailing list, click [here to remove yourself from our mailing list](#).

Text Messages

We may offer you the ability to receive SMS text messages for marketing and promotional purposes, including those sent using automated means. When you provide us your mobile phone number, you represent you are the subscriber and regular user of the mobile phone number provided. Your consent to receive text messages is not a condition of any purchase. Consent to receive text messages from us is not shared with or applicable to any third parties. Your mobile carrier's message and data rates may apply. You may choose to stop receiving text messages from us by replying STOP.

We may also offer you the ability to receive SMS text messages for scheduling purposes only. If you choose to provide your mobile phone number for scheduling purposes, your mobile information will not be shared with third parties or with affiliates for marketing and promotional purposes. You may choose to stop receiving text messages from us by replying STOP.

Closing Accounts

You may have the opportunity to open online accounts with us. If you are no longer interested in maintaining an account and you are unable to close the account through the application or by reaching out to your Toll Brothers contact, you can request an account be closed by sending an email to dataprivacy@tollbrothers.com. Please indicate "Account Closing" in the subject or re: line and make sure to include the application or account that you are requesting be closed, and your account or username. We may seek further information from you to confirm your identity before taking any action. We will do our best to honor any requests, however, we reserve the right to leave an account open if necessary, to fulfill a then-current business, legal or other need.

reCAPTCHA

This website is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Children's Privacy

We do not knowingly solicit children to purchase our services or products. Our websites are not designed to attract children under the age of 13, and we do not intentionally or knowingly collect personal information on our websites from anyone under the age of 13.

Data Security

We have adopted physical, electronic, and managerial procedures to protect personal information in our custody and control against loss, theft, and unauthorized access, use, modification, and disclosure. Notwithstanding, no transmission over the internet or any method of storage is impenetrable. We cannot guarantee the security of our services, nor can we guarantee that the information you provide will not be intercepted while being transmitted to us over the internet or through vulnerabilities outside of our environment. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its security.

Affiliates

Toll Brothers consists of many independent entities. In order to provide extraordinary customer service, information may be shared between entities subject to this Privacy Policy.

Employees

This Privacy Policy applies to applicants for employment, employees, and contractors and other guests who provide personal information and have access to our facilities and/or network (for purposes of this Privacy Policy only, "Employees"). The personal information we collect from Employees includes name, address, phone number(s), email address, photo/headshot, beneficiary and emergency contact details, social security or other government identification number(s), certain demographic information, including date of birth and gender as well as more sensitive personal data (also known as special category data), including information relating to racial and ethnic origin, or information about your health, disabilities, sexual orientation, and gender identity, and military status, to the extent authorized or required under applicable law.

We collect and process this personal data for a variety of reasons, including government requirements and reporting, monitoring diversity and inclusion and other similar efforts, and making accommodations as needed. We may collect additional information if you enroll to receive certain benefits, at which point you may receive additional privacy disclosures specific to that situation and/or as required by applicable law.

We will also keep certain employment-related details, including your resume/CV, job title, position, office location and/or remote working locations, offer letter, hire date, any documents you sign as part of your employment, performance history and disciplinary record, and other similar information related to your employment. We may collect your credit history and/or criminal records data for background screening and vetting in accord with applicable law, for which you may receive additional privacy disclosures as required by applicable law. We also may keep certain data related to your access to and use of our network and/or facilities.

We may use the information we collect to evaluate and contact you for potential employment. If you receive employment with us or are otherwise engaged by Toll Brothers, we may use the information you provide in connection with on-boarding and your employment or engagement with Toll Brothers.

Depending on your position(s), certain basic information may be shared with third parties. For example, if you are in sales, your name, work email and work phone number may be provided to potential customers. Similarly, if you are a construction manager, your basic information may be provided as a contact for relevant trade subcontractors. Information may also be provided where legally required, in which case any information provided will be protected as required by applicable law. We do not sell Employee information.

We monitor employee use of the internet to detect access to inappropriate websites or other misuse of the Company's computer network. If employed or engaged by Toll Brothers, more information is included in our Information Security and other IT Policies, which are made available to those to whom applicable.

Employee information is kept for the term of employment and a reasonable period thereafter or as required by applicable law. Applicant and candidate information is collected and kept in the normal course and may be used to alert you to future opportunities.

In some jurisdictions, including California, employees are considered "Consumers" under applicable law and therefore have the right to make certain requests under this Privacy Policy. Employees may pursue such requests through the links for Consumers under this Privacy Policy.

Rights for California Residents

This section applies to you if you are a California resident. Under the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA, collectively CCPA) you are entitled to a list of the categories of personal information that we have collected about consumers in the last 12 months, the business or commercial purpose(s) for which that information will be used, the categories of sources from which that information was collected, and the categories of third parties with whom we share that information. That information is provided in this Policy, including in the "Personal Information Table" at the end of this Policy. You can click [here](#) to skip ahead to that table.

Under the CCPA, you are also entitled to request that we disclose the categories of personal information that we have collected about you in the last 12 months, that we disclose the categories of sources from which that information was collected, that we disclose the business or commercial purpose for collecting or selling that information, that we disclose the specific pieces of personal information that we have collected about you, and/or that we delete your personal information.

If you wish to make a request under the CCPA, you may do so by clicking [here](#). That form will request that you provide your name, address, phone number, email address, indicate your relationship with Toll Brothers, and specify your request under the CCPA. We use this information solely to verify and respond to your request. You may also make a request by calling us at 1-844-641-5931 and providing the same information. Either way, we may follow up with you by telephone if additional information is necessary to verify your request. Upon verification, we will endeavor to respond to you within 45 days of receiving your request. If you are an authorized agent of a California resident and wish to make a request under the CCPA for that California resident, you may make a request by calling us at 1-844-641-5931 and providing the same information described above for both you and the California resident for whom you are the authorized agent. We will follow up with you by telephone to request appropriate written authorization confirming that you are authorized to make the request on behalf of the California resident.

Under the CCPA, you are also entitled to request that we disclose the categories of personal information that we sold about you in the last 12 months, the categories of third parties to whom that information was sold (by category of personal information for each such third party), and the categories of personal information that we disclosed about you for a business purpose. Please understand that, although Toll Brothers may provide information to certain third parties, as more fully set forth in the chart below, Toll Brothers does not and will not sell personal information, nor have we done so in the twelve-month period prior to the date of this Policy.

The CCPA also protects you from discrimination because you exercised any of your rights under the CCPA, including, for example, being denied goods or services, being charged different prices or rates (including through the use of discounts or other benefits or imposing penalties), being provided a different level or quality of goods or services, or having a business suggest that a consumer will receive a different price or rate for goods or services or a different level or quality of goods or services. Rest assured that we do not and will not discriminate against you because you exercise any of your rights under the CCPA.

Lastly, the CCPA requires us to state whether we sell the personal information of minors under 16 years of age without affirmative authorization. We do not intentionally collect such information, and to the extent we inadvertently or otherwise collect such information, we do not sell it.

Rights for Colorado Residents

Under the Colorado Privacy Act (CPA), consumers resident in Colorado (Colorado "Consumers", as defined in the CPA) have certain rights as more fully set forth herein, including the right to opt out of certain processing activity, right of access, right to correction, right to deletion, and right to data portability, all as more fully set forth in the Act. Colorado Consumers can exercise their rights by clicking [here](#).

That form will request that you provide your name, address, cell phone number, email address, indicate your relationship with Toll Brothers, and specify your request under the CPA. We use this information solely to verify and respond to your request. You may also make a request by calling us at 1-844-641-5931. If you are an authorized agent of a Colorado Consumer, you may make a request by calling us at 1-844-641-5931.

Rights for Connecticut Residents

Under the Connecticut Data Privacy Act (CDPA), consumers resident in Connecticut have certain rights, including the right to: confirm whether we are processing your personal data and access such data; correct inaccuracies in your personal data; delete personal data; obtain a portable copy of your personal data; and opt out of processing for targeted advertising, sale of personal data, or profiling in furtherance of solely automated decisions that produce legal or similarly significant effects.

Connecticut Consumers can exercise their rights by clicking [here](#). You may also call 1-844-641-5931. If a Connecticut Consumer is unhappy with our response, an appeal can be made by clicking [here](#).

Rights for Delaware Residents

Under the Delaware Personal Data Privacy Act (DPDPA), consumers resident in Delaware have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

Delaware Consumers can exercise their rights by clicking [here](#). If unhappy with our response, an appeal can be made by clicking [here](#).

Rights for Maryland Residents

Under the Maryland Online Data Privacy Act of 2024 (MODPA), consumers resident in Maryland have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

Maryland Consumers can exercise their rights by clicking [here](#). If unhappy with our response, an appeal can be made by clicking [here](#).

Rights for New Jersey Residents

Under the New Jersey Data Protection Act (NJDPDA), consumers resident in New Jersey have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

New Jersey Consumers can exercise these rights by clicking [here](#). If unhappy with the response, an appeal can be made by clicking [here](#).

Rights for Oregon Residents

Under the Oregon Consumer Privacy Act (OCPA), consumers resident in Oregon have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

Oregon Consumers can exercise these rights by clicking [here](#). If unhappy with the response, an appeal can be made by clicking [here](#). Toll Brothers generally does business in Oregon using only the Toll Brothers brand name. The following Toll Brothers' affiliates are registered with the Oregon Secretary of State: Toll Bros., Inc., Toll Brothers Mortgage Company, Toll Brothers Real Estate, Inc., and Toll Brothers Smart Home Technologies, Inc.

Rights for Tennessee Residents

Under the Tennessee Information Protection Act (TIPA), consumers resident in Tennessee have certain rights. The categories of personal information and purposes for processing are set forth in the Personal Information Table, [below](#).

Tennessee Consumers can exercise those rights by clicking [here](#). If unhappy with our response, an appeal can be made by clicking [here](#).

Rights for Texas Residents

Under the Texas Data Privacy and Security Act (TDPSA), consumers resident in Texas have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

Texas Consumers can exercise these rights by clicking [here](#) or by calling 1-844-641-5931. If unhappy with a response, an appeal can be made by clicking [here](#).

Rights for Utah Residents

Under the Utah Consumer Privacy Act (UCPA), consumers resident in Utah have certain rights, including the right to confirm whether Toll Brothers is processing your personal data, access your personal data, delete personal data you provided to the Company, and obtain a portable copy of your personal data. The categories of personal data and purposes are set forth in the Personal Information Table, [below](#).

Utah Consumers can exercise those rights by clicking [here](#).

Rights for Virginia Residents

Under the Virginia Consumer Data Protection Act (CDPA), consumers resident in Virginia have certain rights. The categories of personal data and purposes for processing are set forth in the Personal Information Table, [below](#).

Virginia Consumers can exercise those rights by clicking [here](#). If unhappy with our response, an appeal can be made by clicking [here](#).

Profiling

We use the financial information, which generally includes information on income, assets, and liabilities, you provide us prior to entering into an Agreement of Sale, to help you find the right

home for you and evaluate whether to enter into an Agreement of Sale with you. This process reduces the risk to both parties by looking at the expected closing price, the method by which you intend to pay that closing price (e.g., with a mortgage), and the assets and income available to pay that amount, to determine the ideal price range. Data collected and/or used in this process is covered by this Privacy Policy and is subject to the rights and rules set forth herein.

Retention

We will retain your personal information for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Retention periods vary depending on the type of document, your relationship with Toll Brothers and other factors that influence business need. If you purchase a home from Toll Brothers, certain information may be kept for twelve years or more so that we can continue to provide customer support and honor any applicable warranties.

For European Economic Area (EEA) and Other International Visitors

Toll Brothers builds homes and communities and provides certain services in the United States and we follow the information and consumer protections laws of the United States and its individual states, to the extent applicable. If you reside, or are located, in a different country, the data protection laws of that country may differ as to what, and how, personal information is protected. We want you to understand that when you provide your personal information to us, or we obtain your information through our systems or other means, you are giving us your express consent to the transferring of your personal information and processing your information in the United States, subject only to applicable United States laws and the terms of this Privacy Policy.

Changes to This Privacy Policy

Toll Brothers reviews its Privacy Policy from time-to-time and at least annually. To the extent permitted under applicable law, Toll Brothers reserves the right to modify or update this Privacy Policy at any time, without prior notice, and consistent with legal, contractual, and regulatory requirements. We encourage you to periodically review this page for the latest information on our privacy practices. Any changes we make to this Privacy Policy will be effective for any information we already have about you. To the extent permitted by applicable law, your continued interaction, use of, or registration with us means that you accept and agree to practices described in this Privacy Policy.

Contact Information

If you have any questions or comments about this Privacy Policy or Toll Brothers' privacy practices, please contact us:

Email: dataprivacy@tollbrothers.com

Mail: Toll Brothers ATTN: Data Privacy Office 1140 Virginia Drive Fort Washington, PA 19034

Personal Information (PI) Table

Depending on how you engage or interact with Toll Brothers, Inc. or with one or more of our subsidiaries, we collect the following categories of personal information (PI) from the following sources:

Business Activity	Business or Commercial Purpose	Categories of PI Collected	Categories of Sources	Categories of Third Parties with whom PI is Shared
Residential Sales	Provide targeted products/services; facilitate sale, design, construction and delivery of homes; provide customer and warranty service; review buyer qualifications; process payments and record keeping	Name, signature, email, phone number(s), address, business address, IP address, geolocation data, purchase interests, financial information (assets, liabilities, income, expenses)	Directly from you via websites, online chats, phone calls, in-person meetings; affiliates; real estate agents; browsing history on tollbrothers.com; marketing partners such as Zillow.com	Affiliates governed by this Policy; service providers; design/construction contractors; advertising networks; brokers, agents, title insurance carriers, escrow providers, lenders; community associations
Apartment Leasing	Marketing purposes; evaluate lease applications; provide customer and building services; process payments; record keeping; meet state regulations	Name, email, phone number(s), current and past addresses, IP address, Social Security Numbers, dates of birth, vehicle information, government ID, financial information including income histories and employment	Directly from you via websites, chats, phone calls, in-person meetings; affiliates; real estate agents; marketing partners such as Zillow.com	Affiliates; credit reporting agencies; advertising networks; service providers for property management; concierge/package/social apps; successors/assigns
Mortgage Application and Financing	Review borrower qualifications; support residential sales; make credit determinations; record keeping; meet government regulations; marketing	Name, email, phone, addresses, Social Security Numbers, date of birth, vehicle info, government ID, financial account info, personal property records, loan/liability/asset info, W-2, 1099 and other tax info, commercial property information	Directly from you; affiliates; credit reporting agencies; third-party service providers	Affiliates; advertising networks; credit/fraud/tax/employment agencies; loan underwriters; government agencies; successors/assigns
Home Design	Customize new home; marketing	Name, email, phone, current address, new home location,	Directly from you; affiliates; service providers	Affiliates; service providers for flooring, cabinets, window treatments, solar, alarm systems; advertising

Business Activity	Business or Commercial Purpose	Categories of PI Collected	Categories of Sources	Categories of Third Parties with whom PI is Shared
		products to be purchased		networks; successors/assigns
Home Warranty Services	Customer and warranty service; community services; record keeping; marketing	Name, email, phone, physical address, vehicle information	From homeowner directly; affiliates	Affiliates; service providers for warranty and property management; contractors; community property management companies
Home Security Services	Provide home security and automation services; review customer qualifications; process payments; record keeping; marketing	Name, email, phone, physical address, home property information, products/services purchased, social security information, date of birth	Directly from you; affiliates; service providers	Affiliates; service providers for home security/automation; installation contractors; smart home, security, and automation apps; successors/assigns
Home Landscaping Services	Provide landscaping services; process payments; record keeping; marketing	Name, email, phone, home address, property information, products/services purchased	Directly from you; affiliates; service providers	Affiliates; landscaping service providers and contractors
Insurance Services	Provide home insurance services; review customer qualifications; process payments; record keeping; marketing	Name, email, phone, physical address, property information	Directly from you; affiliates	Affiliates; insurance service providers
Title and Escrow Services	Perform title insurance and escrow-related services for residential home sales; marketing	Name, address, loan amount	Directly from you; affiliates; title report service providers	Affiliates; lenders; property buyers/sellers and their agents; underwriters; title reporting agencies; government agencies (e.g., county records offices)
Golf and Other Clubs	Provide promotional material to members/prospective members; provide products and services; take reservations; operation and administration of club	Name, email, phone, address, date of birth/age	Directly from you; home sellers; community associations	Affiliates; service providers; other members; community associations and their managers

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