**Privacy Policy** *Last Updated: November 2026*

At Marysville Livestock Inc, your privacy is a priority. This policy outlines how we handle your personal information across our website, https://www.marysvillelivestock.com, and other platforms we operate.

**1. Information We Collect** We only ask for personal information when it is necessary to provide our auction services. We collect it by fair and lawful means, with your knowledge and consent. We will always inform you why we collect it and how it will be used.

**2. Use and Third-Party Sharing** We do not share your personally identifying information publicly. We only share data with third-party service providers (such as payment processors or secure data hosting) to the extent necessary to fulfill our services to you or when required by law. We do not sell or share your personal information to third parties for marketing purposes.

**3. SMS/Text Messaging** If you provide your mobile phone number and consent during registration or agree to the consignment contract terms by entering into a consignment contract, Marysville Livestock Inc. may send you transactional SMS/text messages (such as purchase confirmations, bidding activity, payment reminders, and account notifications). Message frequency varies based on your account activity, and message and data rates may apply. You can opt out at any time by replying STOP to any message or reply HELP for assistance; opting out of texts will not affect your ability to bid or your other communications with us. We do not sell or share your mobile phone number or SMS opt-in information with third parties or affiliates for their own marketing purposes, and aggregators and messaging service providers that help us deliver texts are contractually restricted to that purpose only. Consent to receive text messages is not a condition of registration or of any purchase.

**4. Data Security and Retention** We retain collected information only as long as necessary to provide your requested service or to comply with legal and financial obligations. We protect stored data using commercially acceptable security measures to prevent loss, theft, and unauthorized access. For detailed timelines, please refer to our **Data Retention Policy**. (below) Page 2

**5. External Links** Our website may link to external sites not operated by us. We have no control over their content or practices and cannot accept responsibility for their respective privacy policies.

**6. Your Choices and Rights** You are free to refuse our request for personal information; however, this may prevent us from providing certain services (such as bidding registration). Depending on your location, you may have the right to access, delete, or correct your data.

**7. Contact Us** If you have questions about our data practices, please contact us at: info@marysvillelivestock.com

## Data Retention Policy – Marysville Livestock Inc.

Our Commitment to Your Privacy at Marysville Livestock Inc, we respect your privacy and only retain your information for as long as necessary to facilitate our auctions, comply with legal obligations, and ensure the security of our platform. We adhere to privacy standards such as the CCPA, as well as federal financial and anti-money laundering guidelines. We regularly review our data and delete information sooner whenever possible. Data Retention Overview The following table outlines what information we hold, the duration of retention, and the legal or operational necessity for doing so:

| Type of Info | Examples | Retention Period | Why? |
|---|---|---|---|
| Personal Details | Name, email, physical address | 7 years after last account activity. | To manage your account, facilitate bidding, and provide customer support. |
| Bank and Payment Info | Bank details, bid history, and transaction receipts. | 7 years after the date of transaction. | To comply with IRS requirements, audits, and Anti-Money Laundering (AML) regulations. |
| Site Usage Logs | Login history and application activity. | 3 years. | To diagnose technical issues and maintain platform security. |
| Backups and Analytics | Emergency system copies and anonymized marketing stats. | 3 months to 2 years. | For disaster recovery and site improvement. |

Keeping Your Data Safe We utilize industry-standard encryption and restrict internal access to sensitive data to only those team members who require it to perform their duties. Superior Livestock Auction LLC does not sell your personal information to third parties.

Your Right to Delete Data You have the right to request the deletion of your personal information at any time, subject to certain legal and financial record-keeping requirements that we must maintain.

How to Request: Email info@marysvillelivestock.com with the subject line "Delete My Data" and include your account details.

• Timeline: We will acknowledge your request within 10 business days and provide a full response or confirmation of deletion within 30 to 45 days.

• Verification: For your security, we will verify your identity before processing any deletion or data access request.

Questions? If you have questions regarding this policy or how your data is handled, please contact our support team. info@marysvillelivestock.com Last Updated: November 2026.