

Privacy Policy

Hornback.us

Effective Date: May 25, 2026

Welcome to Hornback.us ("we," "our," or "us"). We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at hornback.us (the "Site"). Please read this policy carefully. If you disagree with its terms, please discontinue use of the Site immediately.

1. Information We Collect

Information You Provide Voluntarily

We may collect personal information that you voluntarily provide when you:

- Fill out a contact form
- Subscribe to a newsletter or mailing list
- Send us an email or message

This information may include your name, email address, phone number, or any other details you choose to share.

Information Collected Automatically

When you visit the Site, certain information may be collected automatically, including:

- IP address and general geographic location
- Browser type and version
- Pages viewed and time spent on the Site
- Referring website or source
- Device type and operating system

This information is collected through cookies and similar tracking technologies (see Section 5 below).

2. How We Use Your Information

We may use the information we collect for purposes including:

- Responding to your inquiries and communications
- Improving the content and functionality of the Site
- Sending newsletters or updates, if you have opted in
- Analyzing usage trends to enhance user experience

- Complying with applicable laws and regulations

3. Sharing of Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information in limited circumstances, including:

- With service providers who assist in operating the Site (e.g., hosting, analytics such as Google and/or LinkedIn), subject to confidentiality obligations
- If required by law, court order, or governmental authority
- To protect the rights, property, or safety of Hornback.us, its users, or others
- In connection with a merger, acquisition, or sale of all or a portion of our assets

4. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, or as required by law. When your information is no longer needed, we will delete or anonymize it in a secure manner.

5. Cookies and Tracking Technologies

We may use cookies — small text files stored on your device — to enhance your experience on the Site. Cookies help us understand how visitors interact with the Site and allow us to remember your preferences.

You can control cookies through your browser settings. Please note that disabling cookies may limit some functionality of the Site.

6. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any third-party sites you visit.

7. Children's Privacy

The Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us and we will promptly delete it.

8. Security of Your Information

We take reasonable technical and organizational measures to protect the personal information we collect from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

9. Your Rights

Depending on your location, you may have certain rights regarding your personal information, including the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Opt out of marketing communications at any time

To exercise any of these rights, please contact us using the information in Section 14 below.

10. New Jersey Privacy Rights

If you are a resident of New Jersey, you are afforded specific rights regarding your personal data under the New Jersey Data Privacy Act (NJDPa). While our business operations may fall below the mandatory statutory thresholds that require formal tracking architecture under the NJDPa, we choose to align our privacy standards with New Jersey law to protect our local community and site visitors.

As a New Jersey resident, you have the following rights:

- **Right to Know and Access:** You may request confirmation as to whether we are processing your personal data and request a portable copy of that data.
- **Right to Correction:** You may request that we correct any inaccuracies in the personal data we maintain about you.
- **Right to Deletion:** You may request the deletion of personal data we have collected from or about you.
- **Right to Opt-Out:** You have the right to opt out of the processing of your personal data for purposes of targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects. (Note: Hornback.us does not sell your data or engage in profiling).

To exercise any of these New Jersey consumer rights, please contact us at privacy@hornback.us. We will respond to verified requests within 45 days as outlined by state guidelines. We will not discriminate against you for exercising your privacy rights.

11. Non-New Jersey U.S. State Privacy Rights

Depending on the U.S. state you reside in, you may have specific rights regarding your personal information under state privacy laws (such as the California Consumer Privacy Act/CPRA, Virginia Consumer Data Protection Act, and similar state frameworks).

While we do not meet the statutory thresholds (such as minimum revenue or high-volume data collection requirements) that trigger mandatory compliance with many of these formal state-level regulations, we respect your data privacy. We choose to voluntarily honor core data privacy rights for all U.S. residents. You may request access to, correction of, or deletion of your personal data, or opt out of marketing communications, by emailing us at privacy@hornback.us. We will not discriminate against you for exercising any of these rights.

12. Geographic Restrictions and International Users

The Site is owned and operated in the United States and is intended exclusively for users located within the United States. We do not knowingly market to, do business in, or collect personal information from individuals residing in the European Union (EU), the European Economic Area (EEA), or the United Kingdom (UK). If you are visiting the Site from outside the United States, please be aware that your information will be transferred to, stored, and processed in the United States. By using the Site, you consent to this transfer.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. We will post the revised policy on this page with an updated effective date. We encourage you to review this policy periodically.

14. Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Hornback.us

E-mail: privacy@hornback.us

New Jersey, USA

By using the Site, you acknowledge that you have read and understood this Privacy Policy.