

PRIVACY POLICY
Texas Braunvieh Association
Effective Date: December 10, 2024

The Texas Braunvieh Association (“we,” “us,” or “our”) respects your privacy and is committed to protecting it through compliance with this Privacy Policy. This Privacy Policy applies to all interactions with us, whether online through our website (www.texasbraunvieh.org), via email, phone, or offline communications. This document outlines how we collect, use, disclose, and safeguard your information when you interact with us.

By accessing our website, contacting us via email or phone, or engaging with us through any other communication channels, you are acknowledging that you have read and accepted the terms of this Privacy Policy.

Definitions

The following definitions shall have the same meaning regardless of whether they appear in singular or plural form:

- **Affiliate:** An entity that controls, is controlled by, or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest, or other securities entitled to vote for election of directors or other managing authority.
- **Cookies:** Small files placed on your computer, mobile device, or any other device by a website, containing details of your browsing history and preferences.
- **Device:** Any device capable of accessing the Service, such as a computer, cellphone, or tablet.
- **Do Not Track (DNT):** A concept promoted by U.S. regulatory authorities for allowing users to control the tracking of their online activities.
- **Personal Information:** Any information that relates to an identified or identifiable individual.
- **Service:** Refers to the Texas Braunvieh Association website, accessible at www.texasbraunvieh.org.
- **Service Provider:** Any natural or legal person who processes data on behalf of the Texas Braunvieh Association. This includes third-party companies and

individuals that assist with operations such as payment processing, data analysis, and email delivery.

- **Usage Data:** Data collected automatically, such as pages visited, time spent on the website, and other interactions.
- **You:** The individual accessing or using the Service, or the company or legal entity on whose behalf the individual is accessing the Service.

Information We Collect

We may collect information about you in a variety of ways. The types of information we collect include:

1. Personal Information Provided by You

- Name
- Address
- Email address
- Phone number
- Breeder herd code
- BAA breeder number
- Junior member details (name, age, date of birth, if applicable)
- Grade information for junior members
- Social Security Numbers (SSNs): We may collect Social Security Numbers from individuals who receive more than \$600 in winnings or earnings in a calendar year, as required by applicable tax laws and regulations.

2. Automatically Collected Information

- IP address
- Browser type and version
- Pages viewed and interactions with the website
- Referring URL
- Device information

3. Cookies and Tracking Technologies

We use cookies, web beacons, tracking pixels, and other technologies to collect information about your interactions with our website. Cookies may be stored on your device for varying lengths of time. You can opt out of certain types of tracking by adjusting your browser settings to block or delete cookies or by using tools such as the Digital Advertising Alliance Opt-Out Tool or the Network Advertising Initiative Opt-Out Tool.

How We Use Your Information

We may use the information collected for the following purposes:

- To process memberships or registrations.
 - To respond to inquiries and provide customer support.
 - To send you newsletters, promotional materials, or updates.
 - To analyze usage patterns and improve our website and services.
 - To comply with legal obligations.
 - To Comply with Legal and Tax Requirements: We collect and use Social Security Numbers solely for processing W-4 forms and complying with IRS reporting obligations.
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Security Measures for SSNs

We take extra precautions to protect sensitive data, including Social Security Numbers, by using encryption, access controls, and secure storage methods to prevent unauthorized access, misuse, or disclosure.

Sharing Your Information

We may share your information as follows:

1. **With Service Providers:** We may share your information with third-party service providers who assist us with operations such as payment processing, email delivery, hosting, analytics, and marketing. These service providers are

contractually obligated to protect the confidentiality and security of your data.

2. **For Legal and Security Reasons:** We may disclose your information as required by law or to protect our rights, property, or the safety of others.
3. **With Affiliates:** We may share information with affiliates, provided they honor this Privacy Policy.
4. **In Business Transactions:** In the event of a merger, acquisition, or sale of assets, your information may be transferred to the successor entity.

Children's Privacy

The Texas Braunvieh Association recognizes the importance of protecting the privacy of children. In line with the **Children's Online Privacy Protection Act (COPPA)**, we define a child as anyone under the age of **13**. For children between **13 and 18 years old**, we assume they have obtained parental or guardian consent before submitting personal information.

Verifiable Parental Consent

We require **verifiable parental consent** before collecting any personal information from children under 13. We may obtain consent through one of the following methods:

- A **signed consent form** returned via email or mail.
- A **credit card or debit card transaction** to confirm identity.
- A **video call or phone call** with the parent or guardian.
- Providing a **copy of a government-issued identification** securely.

Types of Personal Information Collected from Children

- Name
- Address
- Email address
- Phone number
- Breeder herd code

- BAA breeder number
- Junior member details (age, date of birth, if applicable)
- Grade information

Parental Rights

Parents or guardians have the right to:

1. **Review** the personal information we have collected from their child.
2. **Request deletion** of their child's personal information.
3. **Withdraw consent** and refuse further collection or use of their child's information.

To exercise these rights, please contact us at **info@texasbraunvieh.org** or call **806-217-0575**.

If we learn that we have collected personal information from a child under 13 without verifiable parental consent, we will promptly delete that information.

California Privacy Rights

If you are a California resident, you may have rights under the **California Consumer Privacy Act (CCPA)**, including:

- The right to know what personal information we collect.
- The right to request deletion of your personal information.
- The right to opt out of the sale of your personal information.

To exercise your rights, contact us at **info@texasbraunvieh.org**.

European Union GDPR Rights

If you are a resident of the European Union, you may have rights under the **General Data Protection Regulation (GDPR)**, including:

- The right to access your data.
- The right to request corrections or deletion of your data.
- The right to restrict or object to processing.

- The right to data portability.

To exercise these rights, contact us at **info@texasbraunvieh.org**.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on our website with the updated effective date. We encourage you to review this policy periodically.

Contact Us

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

Texas Braunvieh Association

P.O. Box 60, Canadian, TX 79014

Phone: **806-217-0575**

Email: **info@texasbraunvieh.org**

Website: www.texasbraunvieh.org