

PRIVACY NOTICE

EFFECTIVE DATE: LAST UPDATED: APRIL 2022

7D Ranch Texas, (collectively, “7D,” “we,” “our,” or “us”) provide this privacy notice to describe how we collect, use, and share the information of individuals who visit our websites www.7dranchtexas.com or interact with us offline.

INFORMATION COLLECTION

When using our site, visiting our properties, or interacting with us in any other manner, you may voluntarily provide information about yourself, including your name, email address, phone number, payment information, city, state, postal code, country, and any other information you choose to provide. We may collect this information when you contact our reservation team, make or confirm a reservation, submit a press inquiry, or interact with us for any other purpose. If you host an event on our property, we collect information regarding your guests, such as their name and any other information you choose to provide to us. We may receive information about you from third parties, such as travel-related or event resources, and combine it with information you have provided to us.

We collect information relating to your interactions with us and our site, including browser type, IP address, pages visited and other activities on the site, device type, time and date of visit, and other information we collect through the use of cookies and similar technology.

INFORMATION USE

We use your information for the following purposes:

- For identification and verification purposes;
- To provide products and services you request;
- To respond to your inquiries;
- To personalize and improve the services we provide;
- Where necessary for business purposes, including to manage your group reservations;
- To comply with the law and to maintain the security of our Site; or
- With your consent, or as otherwise disclosed at the time information is collected.

INFORMATION SHARING

We may share the information we collect with other parties, including the following:

- Affiliated companies
 - Third party vendors that perform services on behalf of BCR such as customer relations providers;
 - As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding;
 - Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, or to protect our rights or the rights of third parties; or
 - With your consent or as otherwise disclosed at the time of data collection or sharing.
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- We may share information that has been anonymized or aggregated without limitation.

THIRD-PARTY LINKS AND TOOLS

We may work with third parties that collect data about your use of the Site and other sites or apps over time for non-advertising purposes. 7D uses Google Analytics and other third-party services to improve the performance of the Site and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our Site, visit <https://www.google.com/policies/privacy/partners/>, and to opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

The Site may provide links to third-party websites or apps, including our social media pages. We do not control the privacy practices of those websites or apps, and they are not covered by this privacy notice. You should review the privacy notices of other websites or apps that you use to learn about their data practices.

The Site may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on the Site, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party companies and your use of their features are governed by the privacy notices of

the companies that provide those features. We encourage you to carefully read the privacy notices of any accounts you create and use.

RETENTION

We will retain your information only for the period necessary to achieve the business purpose for which it was collected. After expiration of that period, the corresponding information is routinely deleted.

7D Ranch is located in the United States and all of our data processing activities occur in the United States. Any information you provide to us will be transferred to, processed, and stored in the United States. By providing us with your information, you acknowledge that the United States has standards for the processing and storage of information that may not be equivalent to those in the jurisdiction where you reside and/or are a citizen, and you consent to our collection, transfer, processing, and storage of your information in the United States.

YOUR CHOICES

We may provide you with certain control regarding our collection, use, and sharing of information. If you would like to exercise choice regarding your information, including to access and correct your information, receive a copy of your information, or withdraw consent you previously provided, please contact us using the information in the “Contact” section below.

CHANGES TO OUR PRIVACY NOTICE

If our information practices change, we will post these changes on this page. We encourage you to visit this page periodically to learn of any updates.

CONTACT:

If you have questions or concerns about this notice, including how we collect and process the data referenced herein, please contact the 7D Ranch Operations Managers at:

7D Ranch Texas
2729 CR 305
Navasota, TX 77868

Phone: 936-870-5114
info@7dranchtexas.com