

Privacy Policy

Triangle Horse Sales ("we," "us," "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you engage with our services, including email and text message communications.

1. Information We Collect

1.1 Personal Information: We may collect the following types of personal information when you provide it to us:

- Name
- Email address
- Phone number
- Preferences related to marketing communications

1.2 Automatically Collected Information: When you interact with our website or emails, we may collect data such as:

- IP address
- Browser type
- Device type
- Pages visited and actions taken on our website

2. How We Use Your Information

2.1 Marketing Communications: To send you promotional emails and text messages about upcoming horse sales, events, and related announcements.

2.2 Customer Support: To address inquiries, provide information, and improve your experience with our services.

2.3 Analytics: To analyze trends, monitor the effectiveness of our communications, and enhance our marketing strategies.

3. Sharing of Information

3.1 Third-Party Service Providers: No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

3.2 Legal Obligations: We may disclose your information if required to do so by law or if we believe such action is necessary to comply with legal obligations or protect our rights.

4. Your Privacy Choices

4.1 Opt-Out of Marketing: You can opt out of receiving marketing emails by clicking the "unsubscribe" link in any email. To stop text messages, reply "STOP" to any text message from us.

4.2 Access and Update: To review or update your personal information, please contact us using the information in Section 7.

5. Data Security

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, or misuse. However, no system can guarantee absolute security. Please notify us immediately if you believe your information has been compromised.

6. Retention of Information

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

7. Children's Privacy

Our services are not directed to children under the age of 13. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 13, we will delete it promptly.

8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The updated policy will be posted on our website with a revised "Effective Date." Continued use of our services after changes indicates your acceptance of the updated policy.