

RodeoLogistics.co – Privacy Policy

Effective Date: September 9th, 2020

1. Introduction

A. This Privacy Policy (the “*Privacy Policy*”) describes Rodeo Logistics, LLC’s (together with its affiliates, “*Rodeo Logistics*,” “*we*,” “*our*,” or “*us*”) collection, use, disclosure, and other processing of personal information that you provide to us or that we collect via any of our websites and services provided through the websites identified in the Terms of Use (collectively, the “*Website*”), or any mobile or web application, or other software application provided by us, including the online Open Stalls application and the Entry Tool application, that you access on or download to your mobile device (the “*Apps*”).

B. **IMPORTANT NOTE:** By accessing or using the Website or Apps you agree to Rodeo Logistics’ collection, use, and disclosure of your personal information as described in this Privacy Policy. This Privacy Policy is incorporated into and subject to the Terms of Use for the Website and Apps (“*Terms of Use*”), a copy of which is available at www.RodeoLogistics.co. People who visit the Website or use the Apps are referred to as “*Users*.”

C. In this Privacy Policy when we refer to Rodeo Logistics’ “affiliates,” we are including companies that are affiliated with Rodeo Logistics because they have common ownership with Rodeo Logistics. The parent company of the group of which Rodeo Logistics is a member is also considered an “affiliate” of Rodeo Logistics under this Privacy Policy.

II. Restrictions on Use

A. International Users. Our Website and Apps are not intended for use outside of the United States. If you are a resident of another country, including the European Union, Canada, or Brazil, your use of the website or such mobile applications may be governed by laws that are less protective than those of your home jurisdiction.

B. Children’s Privacy. Users must be at least 18 years old to create an account or register for the Website or Apps unless such User’s parent or legal guardian has validly consented to such use (provided that minor’s account must be administered by such minor’s parent or legal guardian). We do not collect personally identifiable data from any person we know to be under the age of 13 without consent of such child’s parent or legal guardian, and we instruct children under 13 not to send us any information unless we have obtained such consent. Rodeo Logistics does not knowingly ask for any personal information from children under the age of 13 without first obtaining the consent of such child’s parent or legal guardian. If we become aware that we have collected personal information from a child under 13 years old in a way that is inconsistent with the Children’s Online Privacy Protection Act of the United States, then Rodeo Logistics will promptly delete this information.

III. Information that Rodeo Logistics Collects From You

A. Rodeo Logistics may collect personal information from you, such as your first and last name, location, address, state and country of residence, email address, photo, username and

password, phone number, and any other information you provide to us when you create an account to log into our network or use our Websites or Apps (your “**Account**”).

B. If you use our Apps on your mobile device, we may collect your phone number, mobile software and hardware information, and unique device ID number.

C. If you provide us feedback or contact us via email, we will collect your name and email address, as well as any other content included in the email, to assist in sending you a reply.

D. Rodeo Logistics may collect information that Users submit to the Website, such as comments, uploaded media, postings, messages, text, files, images, graphics, photos, audio clips, sounds, video, or other materials, contributions to discussions, or messages to other Users, including such materials that may contain personally-identifiable information. Rodeo Logistics may collect information such as name and email address from Users who sign up for any publications, blogs, or newsletters provided to you directly by Rodeo Logistics or indirectly through independent contractors providing services.

E. We may collect a profile photo and username that you upload to your profile page (“**Profile**”). When you participate in certain rodeo and other rodeo-related or similar events (each, an “**Event**”), including certain Events that you enter into via the Entry Tool, your Profile and information about such Event, including your performance results, points standing (if applicable), and earnings (if applicable), will be publicly available.

F. You may have to provide credit card, debit card, or other billing information when you sign up on the Website or Apps. All financial transactions conducted via the Website or Apps are made using one or more third-party payment processors, such as Stripe (or such other vendor(s) as we may engage from time to time). All such transactions are governed by the vendors’ respective privacy policies and terms of use, which we do not control. We encourage you to review their applicable privacy policies and terms of use before submitting your payment information (e.g., <https://stripe.com/us/privacy>). We do not process or retain your credit card or debit card information. This information is used solely for the purpose of allowing Users to sign up for and use certain features of the Website and Apps.

G. Rodeo Logistics also collects other information voluntarily provided by such subscribers to Rodeo Logistics via email or via any sign-up or opt-in pages of the Website or Apps.

IV. Information Collected via Technology

A. Information Collected by our Website and Apps. To make our Website and Apps more useful to you, our Website automatically tracks certain information about the visits to our Website, including your browser type, operating system, Internet Protocol (IP) address, clickstream data, referring and exiting pages, and a date/time stamp for your visit. Rodeo Logistics uses cookies, web beacons, log file information, and similar mechanisms for all or any of the following purposes:

1. To store information so that you will not have to re-enter it during your visit or the next time you visit the Website.

2. To deliver custom, personalized content and information.
3. Identify you when you access, visit, or log-in to the Website or Apps.
4. To note the different areas of the Website that have recently been accessed through your computer. Information collected in this way may be used to develop and manage the online services of Rodeo Logistics by, for example, storing information about your preferences so as to enable Rodeo Logistics to customize the Website according to your individual interests.
5. Monitoring the effectiveness of any promotions or marketing campaigns by Rodeo Logistics or its affiliates.
6. Tracking your entries, submissions, and status in promotions, sweepstakes, and contests.
7. Improving the content of the Website, Apps, and conducting various other diagnostics to improve the Website and Apps. Rodeo Logistics may, for example, use cookies to monitor aggregate metrics such as total number of User and pages viewed.
8. Analyzing and improving Website and App security.
9. To collect demographic information about our base as a whole.

B. Cookies. Like many online services, we use cookies to collect information. “*Cookies*” are small pieces of information that a website sends to your computer’s hard drive while you are viewing the website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Website. This type of information is collected to make the Website and Apps more useful to you and to tailor your experience to meet your special interests.

C. Pixel Tags. We use “Pixel Tags” (also known as web beacons or clear GIFs). Pixel Tags are tiny images with a unique identifier, similar in function to Cookies, which are used to track online movements of web users. Pixel Tags are embedded invisibly in web pages and emails. Pixel Tags also allow us to identify whether emails have been opened, in part to help tailor our messages to your interests.

D. Collection of Data in Connection with Advertising. We may use third parties to serve ads on the Internet, on the Website, and in the Apps. In connection with the delivery of advertising, certain third parties may automatically collect information about your visits to this and other websites, your IP address, your Internet service provider (ISP), and/or the browser you use to visit our Website. Information collected may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visitation of our Website and the other sites tracked by these third parties. This policy does not apply to, and we are not responsible for, Cookies or Pixel Tags in third-party ads, and we encourage you to check the privacy policies of advertisers or ad services.

E. Mobile Services. We may also collect non-personal information from your mobile device if you have downloaded our Apps. This information is generally used to help us deliver the most relevant information to you. Examples of information that may be collected and used include how you use the Apps, and information about the type of device you use. In addition, in the event our Apps crash on your mobile device, we will receive information about your mobile device model software version and wireless service carrier, which allows us to identify and fix bugs and otherwise improve the performance of our Apps.

F. Third-Party Analytics. We use certain third-party service providers, such as Google Analytics, to help analyze how users use our Website and Apps (“*Analytics Companies*”). These Analytics Companies use certain technologies, like Cookies, to collect information such as how often users visit our Website, what pages they visit, where they go, and what other sites they used prior to coming to our Website. We use the information we get from Analytics Companies to improve our Website and Apps, or to develop new product offerings.

G. Referral Affiliates. We may enter into agreements with companies that refer users to our Website or Apps by way of hyperlinks made available on the referring party’s website. We may automatically collect certain information, such as your IP address and the referring website in connection with your use of the referring party’s website. This policy does not apply to, and we are not responsible for, Cookies or Pixel Tags from third-party websites.

H. Location Information. We use location-related information, such as your current location, where you live, the Events you attend, and to personalize and improve our Website and Apps, including ads, for you and others. Location-related information can be based on things like precise device location (if you’ve allowed us to collect it), IP addresses, and information from your and others’ use of our Website and/or Apps (such as Events you attend).

I. “Do Not Track” Signals. The Website and Apps do not respond to “do not track” signals from browsers. Thus, your selection of the “do not track” option provided by your browser may not have any effect on Rodeo Logistics’ collection of cookie information for analytic and internal purposes. To effectively manage Rodeo Logistics’ collection of cookie information, you may set most browsers to notify you if you receive a cookie, or you may choose to block cookies through the settings associated with your browser. But, please note that if you choose to erase or block cookies, you will need to re-enter your information to gain access to certain parts of the Website or Apps and may not be able to access other parts of the Website or Apps.

V. Information Collected from Other Sources

A. We may supplement the information we have about you with information received from other sources including from our pages on Social Networking Sites (as defined below), the Social Networking Sites themselves, and from commercially available sources (e.g., data brokers and public databases). The information we receive may include demographic data such as age and gender, your interests and purchase data and other information that is necessary or useful to assist our marketing efforts or for user verification, authentication, fraud detection, or to comply with regulatory requirements.

VI. Interaction with Third-Party Sites and Services

A. Certain services or other materials displayed on the Website or Apps may integrate, be integrated into, or be provided in connection with third-party services and content. We do not control those third-party services and content and our Terms of Use and this Privacy Policy do not apply to those third-party services. You should read the terms of use agreements and privacy policies that apply to such third-party services and content. We are not responsible for the practices of third-party websites or services linked to or from our Website or Apps, including, without limitation, the information or content contained within them. In addition, by using our Website and Apps you agree that we are not responsible and do not have control over any third parties that you authorize to access information you provide to them. If you are using a third-party website or service and you allow them to access your personal information, you do so at your own risk.

VII. How We Use Information

A. General Use. In general, the personal information you submit to us is used to operate the Website and Apps, to respond to the requests you make, or to aid us in serving you better. We use your personal information in the following ways:

1. to facilitate the creation of and secure your Account on our network;
1. to identify you as a user in our system and to otherwise administer and operate our Website and Apps;
2. to improve the quality of experience when you interact with our Website and Apps;
3. to send you administrative email notifications, such as security or support and maintenance advisories;
4. to deliver customized or personalized content, information, or advertising;
5. to respond to your inquiries and other requests; and
6. to send offers and other promotional materials related to our Website or Apps, or on behalf of third parties, and to monitor the effectiveness of our marketing programs.

B. User Feedback. We may post user feedback on the Website from time to time. We will share your feedback with your first name and last initial only. If we choose to post your first and last name along with your feedback, we will obtain your consent prior to posting your name with your feedback.

C. Creation of Anonymous Data. We may create anonymized data (data that is not reasonably associated with or linked to any data that would reasonably be expected to allow someone to identify you or contact you) from personal information by excluding information (such as your name) that makes the data personally identifiable to you. We use this anonymized data to analyze request and usage patterns so that we may enhance the content of our Website and Apps and improve Website and App navigation. We reserve the right to use anonymized data for any purpose and disclose anonymized data to third parties.

VIII. Disclosure of Your Personal Information

We disclose your personal information as described below and as described elsewhere in this notice.

A. When You Opt to Share with Third Parties. When you use the Website and Apps, the personal information you provide will be shared with third parties that you designate to receive such information.

B. Third-Party Service Providers. We may share your personal information with third-party service providers to: (i) provide any products or services you request that we offer through our Website and Apps to you (e.g., stall rentals via Open Stalls or third-party Events displayed via the Entry Tool); (ii) to conduct quality assurance testing; (iii) to facilitate the creation of accounts; (iv) to provide account authentication and user verification services; or (v) to provide technical support.

C. Rodeo Associations. By signing up through our Website or Apps, such as via use of the Entry Tool, you acknowledge and agree that we may share information about you with respect to the Events in which you participate, including your name, wins and losses, finishes, winnings, and points with certain rodeo organizations, such as IPRA, among others. These organizations are not operated by use, and we are not responsible for their content or how they use your information.

D. Co-Branded Partners. “Co-Branded Partners” are third parties with whom we may jointly offer a service or feature. You can tell when you are accessing a service or feature offered by a Co-Branded Partner because the Co-Branded Partner’s name will be featured prominently. You may be asked to provide information about yourself to register for a service offered by a Co-Branded Partner. In doing so, you may be providing your information to both us and the Co-Branded Partner, or we may share your information with the Co-Branded Partner. Please note that the Co-Branded Partner’s privacy policy may also apply to its use of your information.

E. Marketing. When you participate in an Event, we may use your name, likeness, voice, opinions, and biographical information for marketing, publicity, advertising, trade, or promotional purposes without further payment, consideration, notice, or approval.

F. Social Networking Sites. Our Website and Apps may enable you to post content to social networking services (each a “*Social Networking Site*”) (e.g., Instagram, Facebook, Twitter). If you choose to do this, we will provide information to such Social Networking Site in accordance with your elections. You acknowledge and agree that you are solely responsible for your use of those websites and services and that it is your responsibility to review the terms of use and privacy policy of each Social Networking Site. We will not be responsible or liable for your use of those Social Networking Sites, or the content, accuracy, services, or availability of those Social Networking Sites. Rodeo Logistics has no control over, and assumes no responsibility for, the content, privacy policies (if any), or practices of any Social Networking Sites. Rodeo Logistics makes no representation or warranty as to the security of Social Networking Sites, nor does Rodeo Logistics make any representation or warranty as to whether such Social Networking Sites are free

of viruses or other forms of data corruption. In addition, Rodeo Logistics will not and cannot censor or edit the content of any Social Networking Site. By using the Website and/or Apps, you expressly relieve Rodeo Logistics from any and all liability arising from your use of any Social Networking Site. If you choose to use any such Social Networking Site, you do so at your own risk.

G. Affiliates. We may share some or all of your personal information with our subsidiaries, joint ventures, and other companies under common control with us (“*Affiliates*”), in which case we will require our Affiliates to honor this notice.

H. Corporate Restructuring. We may share some or all of your personal information in connection with or during negotiation of any merger, financing, acquisition, corporate divestiture, dissolution transaction, or other proceeding involving the sale, transfer, divestiture or disclosure of all or a portion of our business or assets (or other Transfer (as defined below)). In the event of an insolvency, bankruptcy, or receivership, your personal information may also be transferred as a business asset.

I. Other Disclosures. Regardless of the choices you make regarding your personal information, we may disclose personal information if we believe in good faith that such disclosure is necessary (a) to comply with relevant laws or to respond to subpoenas or warrants served on us; (b) in connection with any legal investigation or to share information in order to prevent or take action regarding illegal activities, suspected fraud, situations that involve potential threats to physical safety of any person, or as otherwise required by law; (c) to protect our network, Website or Apps or prevent fraud; (d) to protect or defend our rights, our property, or users of the Website and Apps; (e) to investigate or assist in preventing any violation or potential violation of law, this notice, or our Terms of Use; (f) in the event of a Transfer, as set forth in Section XI; (g) to investigate or correct technical problems and malfunctions in the Website or Apps or the computer systems that support the Website or Apps; or (h) to investigate, prevent, or take action with regard to a violation of the Website, Apps, or Terms of Use, or to enforce compliance with the policies governing the Website or Apps (including this Privacy Policy).

IX. Storage Of Information

A. Except as noted in Section X below, Rodeo Logistics will store your personal information for as long as necessary or in accordance with a document retention policy. Rodeo Logistics has implemented commercially reasonable technical and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration or disclosure. However, Rodeo Logistics cannot guarantee that unauthorized third parties will not be able to defeat those measures or use your personal information for improper purposes. You acknowledge that you provide your personal information at your own risk. Rodeo Logistics and its affiliates also assume no responsibility for loss of information, howsoever such information is lost, including information that is permanently deleted either through the actions of an employee or consultant or other person who has access to the information, through failures of a computer network, or through any policy or directive of Rodeo Logistics or any of its affiliates for destruction of data.

X. Your Choices Regarding Your Information

A. Email Communication. We will periodically send you emails that contain information about Events, or various products and services we feel may be of interest to you. You may opt out of receiving further marketing emails from us at any time by emailing us at info@RodeoLogistics.co or by following the unsubscribe instructions provided in the email you receive. Note that we may still send you certain administrative communications.

B. Changing or Deleting Your Personal Information. You may change any of your personal information in your Account at any time. You may also contact us via email at info@RodeoLogistics.co or via regular mail at the address listed in Section XIV (“How to Contact Us”) to request deletion of your personal information by us, and we will use commercially reasonable efforts to honor your request, but please note that we may be required to keep such information and not delete it (or to keep such information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives. We may also retain your information for fraud prevention or similar purposes.

C. Apps. You may stop all collection of information by the Apps by uninstalling the Apps. You may use the standard uninstall processes as may be available as part of your mobile device or via the Apps marketplace or network.

XI. Transfer Of Information

A. Customer lists and information are properly considered assets of a business. Accordingly, if Rodeo Logistics merges with another entity or if Rodeo Logistics sells its assets to another entity (collectively referred to as a “Transfer”), Rodeo Logistics contact lists and information, which may include personal information you have provided Rodeo Logistics, would be included among the assets that would be transferred and Rodeo Logistics would request that the entity treat your information in accordance with the Terms of Use (including this Privacy Policy). Rodeo Logistics makes no guarantees as to whether such entity will treat your information in accordance with the Terms of Use (including the Privacy Policy) and disclaims any liability arising out of such entity’s failure to do so. This same provision is applicable for each affiliate of Rodeo Logistics.

XII. Changes to Privacy Notice

A. We reserve the right to amend this Privacy Notice and the Terms of Use at any time, for any reason, without notice to you (other than for material or substantial changes), other than the posting of the amended Privacy Notice or Terms of Use on the Website or in the Apps. You should check our Website and Apps frequently to see the current Privacy Notice and Terms of Use that are in effect and any changes that may have been made to them.

XIII. Disputes, Questions, or Comments

A. For disputes regarding Rodeo Logistics’ collection or use of your personal information or for more information, or questions or comments concerning Rodeo Logistics’ Privacy Policy, including limitations on damages and the application of the laws of the State of Texas, please see Rodeo Logistics’ Terms of Use or contact us at info@RodeoLogistics.co or via regular mail at the address listed in Section XIV (“How to Contact Us”).

XIV. How to Contact Us

If you have any questions or concerns about our use of your personal information, please contact our data privacy group using the following details:

Rodeo Logistics, LLC

13809 Research Blvd, Suite 445

Austin, TX 78750

email: info@RodeoLogistics.co

toll free number: 1.833.ENTERUP (1.833.368.3787)