

Privacy Policy

Last updated: Aug. 1, 2022

Protecting your private information is our priority. So Red Angus Association of America (“we”, “us”, “our”, or “Red Angus”) has provided this Privacy Policy to disclose how we collect, use, share, and store your (“you”, “your”, or “member”) personal information and how you can control how we use and share that information. This Privacy Policy applies to our websites (currently located at redangus.org) (“Sites”); the content, including without limitation, Sites content, course content, audio content, video content, text, publications, photos, images, blogs, resources, tools, special offers, online store, code, and any other materials to which we offer you access and otherwise make available on the Sites as well as email, text, or other electronic messages between you and us (“Content”); our Android and Apple mobile applications (“Apps”); and other related services that we provide (collectively, the “Services”).

Please read this Privacy Policy carefully to understand our policies and practices regarding your personal information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Sites, Apps, or Services. By accessing the Sites, receiving Content, using the Apps, or engaging with our Services, you agree to the terms of this Privacy Policy.

1. Personal Information/Personal Data

Personal information/personal data (“personal information”) is information that identifies or is reasonably capable of being associated with an identifiable individual. Personal information does not include information about an individual that is publicly available nor does it include de-identified, anonymized, or aggregate information.

2. Personal Information We Collect and How We Collect It

We Collect Personal Information You and/or a Member Provides to Us

We collect personal information from individuals who directly register with us or otherwise voluntarily provide us with personal information. We also receive personal information from the businesses and education service providers who register to obtain a membership with us. We treat personal information provided by members registering others with access to our Services the same way we treat personal information provided to us directly by the individual him or herself.

Member Data: When you register, we ask you to provide certain information, which includes name, business name, address, email, and phone number (“Member Data”), as well as a password for your account. We collect this information so that we may provide you with access to the applicable Content and Services, monitor members’ compliance with our Sites, Apps, and community forum policies, send communications to you about your registration, provide records of animal sales and ownership, and for other purposes set out in this Privacy Policy.

Purchase Information/Third-Party Payment Processing: If you subscribe to the Services or purchase other products or Services, we may collect some limited information, such as your postal code, mobile number, and details of your transaction history, all of which are necessary to provide the Services to which you subscribed or other products or Services that you purchased. Payment information, such as your credit or debit card information and other financial data that you provide to process your payment is collected

directly by the third-party payment processors with which we work and is **never** collected or accessed by us via the Sites or Apps and is not stored on our Sites or Apps.

Course Activity: When you use the Services to which you have subscribed, we keep track of your activity, which may include your registered animals, sales, tag purchases, ranch/farm association, and operations so that we may provide the Services to you, improve our Content and Services, and for other purposes set out in this Privacy Policy.

Contact Information: If you choose to visit us at our booth at events or otherwise communicate with us (including personal correspondence such as emails or any other activity through which you identify yourself), you may provide us, and we may collect, your contact information, including your name, mailing address, email address, and phone number (“**Contact Information**”). We collect Contact Information in order to send communications to you, improve our Content and Services, and for other purposes set out in this Privacy Policy.

3. **How We Use Your Information**

Generally: In general, we may use your Member Data, Contact Information and/or other information or data we receive or collect from you or other sources, as well as data we derive or infer from combinations of the foregoing, for a variety of purposes, such as:

- to present our Sites, Apps, and Content to you;
- to provide the Services to you;
- to facilitate the creation of and secure your account on the Services;
- to customize and personalize the Content we deliver to you on the Services;
- to allow you to participate in interactive features on our Sites, Apps, or Services;
- to measure and analyze Services usage and enhance the member experience on our Services;
- to improve the content of our Sites, Apps, or Services;
- to fulfill your requests for certain products and Services, such as distributing electronic newsletters and enabling you to participate in and renew paid Services;
- to provide you with products or Services that you have purchased;
- to provide you with information about our Services that you request from us;
- to register you for email notifications, which will keep you up to date on your account status and upcoming renewal dates;
- to register you for newsletters to receive updates on products, Services, events, and other offerings of interest to our members;
- to alert you to the latest developments and features on our Services, events, and activities and to notify you of administrative information, such as security or support and maintenance advisories;

- to ask you questions about your interests and your experience on the Sites or Apps;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us;
- for identity management, security, and auditing;
- for any other purpose for which you provide it; or
- in any other way we may describe before we collect your information.

4. **Sharing Your Information with Others**

As part of our Services, we make public the directory information of our professional members and each registered member or non-member.

Except as disclosed in this Privacy Policy, we do not rent or sell personally identifiable information you have given us to any third party without your permission. From time to time, Red Angus sells its membership and/or buyer list to third parties. These lists include name and mailing address information of the members and/or buyers only. These third parties agree to limit their use of these lists to the agreed-upon purpose and to not distribute these lists to other third parties.

We may provide your personal information to service providers or contractors to perform functions on our behalf, including, but not limited to, communicating news; performing Sites, Apps, or Services development or maintenance; providing functionality or other Services for our Sites, Apps, and our Services; sending postal mail, email, or other communications; removing outdated and repetitive information from our lists; measuring and analyzing our Services usage and our data; developing, enhancing, marketing, or providing any of our Services; processing payments; or assisting us with other marketing and support functions. These companies are authorized to use your personal information only as necessary to provide these Services to us. They are not authorized to use your personal information for their own unrelated purposes.

We may also disclose an individual's personal information:

- if you elect to take advantage of certain features or Services provided jointly by us and third parties to enable them to communicate with you directly, to enable the Services on their platforms, or for research purposes;
- in situations where sharing or disclosing your information is required in order to provide you with information that you have requested;
- if, in our reasonable judgment, it is necessary enforce compliance with our internal policies or the agreement for our Services or to protect or defend our legal rights or property, or the legal rights of our business partners, employees, agents, and contractors;
- to protect or defend our Sites, Apps, or Services or protect the safety and security of our users or members of the public, including acting in urgent circumstances;
- to protect against fraud or to conduct risk management;

- to comply with the law, legal process, or legal requests, including, without limitation, a court order or subpoena;
- in response to a law enforcement agency's request;
- to another entity as part of a merger, bankruptcy, a sale of assets or all or part of a business, or any other corporate change or re-organization; or
- to a third party or parties, where the individual consents to such disclosure or disclosure is required or permitted by law.

5. **Managing Your Information**

Modification of Your Member Data: We provide you with the ability to modify your Member Data, which you may do through the settings section of our Site or App or by contacting customer support.

Retention of Your Member Data: We will keep your personal information for as long as necessary to fulfill the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting, or reporting requirements.

To determine the appropriate retention period for your personal information, we will consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process it (and whether we can achieve those purposes through other means), and the applicable legal requirements.

In some circumstances we may anonymize your personal information so that it can no longer be associated with you, in which case it is no longer personal information.

Cancellation or Deactivation of Accounts: If you would like to request the cancellation or deactivation of your account, you should contact our customer support team for assistance. If you elect to have your user account deleted from our database, all of your data will effectively be removed, will no longer be available to us, and we will no longer be able to provide it to you if you decide later to become a member with us again. You can reach us at info@redangus.org to deactivate your account.

Rights to "Opt Out": If you are receiving emails, texts, similar online communications from us, or mailings, it is because we understood from your registration on our Sites, our Apps, or your information request that you were interested in receiving ongoing information from us. If at any point you no longer wish to receive such communications, you may at any time "unsubscribe" from these communications by following the "opt out" directions to be found at or near the end of the communication. Even if you "opt-out" of these email communications, we will continue to communicate with you about your account and other administrative matters relating to our provision of Services to you. If you have any questions about the opt-out process, you can contact us at info@redangus.org.

6. **Security and Content From Other Websites**

Protection of Data From Loss: We have implemented security measures designed to reasonably protect against the loss, misuse, and alteration of the personal information we collect. However, despite our efforts, no security measures are perfect or impenetrable, and we cannot guarantee the security of our databases nor that information you supply will not be intercepted while being transmitted to us over the Internet.

Data Integrity: We will take steps to ensure that all personal information collected, processed, and/or stored is protected from destruction, corruption, or use in a manner inconsistent with the purpose for which we received it.

Third-Party “Linked-To” Websites: The Sites and Apps may contain links to third-party websites which are neither operated nor controlled by us. This Privacy Policy does not address the information practices of those third-party websites (including social media websites), and we encourage you to read the legal notices posted on such websites, including their Terms of Use and Privacy Policies. To be clear, Red Angus has no responsibility or liability for your experience with, and the data collection and use practices of, such third-party websites. All inquiries concerning the terms and policies of third-party websites should be addressed to the third party hosting the respective website.

7. Do Not Track

Some web browsers have a “Do Not Track” feature. This feature lets you tell websites you visit that you do not want to have your online activity tracked. These features are not yet uniform across browsers nor is there a common agreement about how to implement these features or interpret user intent. Our Services are not currently set up to respond to those signals.

8. Our Policies Concerning Children

We prohibit registration by, and do not knowingly solicit or collect personal information from, anyone under 13 years of age except in the circumstance where a parent or guardian has provided a signed consent authorizing Red Angus to receive personal information about a specific individual under the age of 13. In the event we obtain actual knowledge that we have collected personally identifiable information from children under the age of 13 without parental or guardian consent, we will take reasonable measures to remove such information from our servers and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required by law). If you believe that we might have any personal information from a child under 13, please contact our customer support team.

To register a member who is under 13 years of age, that member’s parent or guardian must provide verifiable consent. This consent can be provided by filling out, signing, and returning a Red Angus Junior Member Parental Consent Form, found at <https://redangus.org/parentalconsentform/>, either via email to info@redangus.org or via mail at 18335 East 103rd Avenue, Suite 202, Commerce City, Colorado 80022, Attn: Privacy.

9. Your Privacy Rights

Subject to certain laws, you may request that we:

- Provide access to and/or a copy of certain personal information we have about you.
- Provide information about: the categories of personal information we collect, disclose, or sell about you; the categories of sources of such information; the business or commercial purpose for collecting or selling your personal information; and the categories of third parties with whom we have shared personal information during the past 12 months.

- Correct any information you believe is inaccurate, or complete information you believe is incomplete.
- Request that we restrict or object to the processing of your personal data.
- Transfer your data to another organization or directly to you.
- Delete certain personal information we have about you.

You may make these requests by submitting a request to us via e-mail at info@redangus.org or by mail at 18335 East 103rd Avenue, Suite 202, Commerce City, Colorado 80022, attn: Privacy. In reviewing and responding to such requests, we will undertake reasonable efforts to verify your identity by, for example, matching any information you provide in the request with information we maintain. In connection with such a request, we may require that you provide us with information necessary to confirm your identity before responding.

Please also note that most of these rights are not absolute, and our response may be limited as permitted by applicable laws. For example, the right to have personal information deleted is subject to a number of exceptions, such as when we need to maintain the information to provide products or services you requested or to comply with our legal obligations.

Red Angus will not discriminate against you because you make any of the above requests. For example, Red Angus will not deny you goods or services or charge you a different price or rate for goods or services if you make an access, deletion, or do-not-sell request.

10. Contact Information

We welcome your questions or comments regarding this Privacy Policy, which can be directed to us at:

18335 East 103rd Avenue, Suite 202

Commerce City, Colorado 80022

Attn: Privacy

Email Address:

info@redangus.org

Please include the words "Privacy Policy Request" in the subject line of your message.

11. Changes to Our Privacy Policy

We will continue to evaluate this Privacy Policy against new technologies, business practices, and our members' needs and may make changes to the Privacy Policy accordingly. Please check this page periodically for updates. Use of the Services by you following the posting of a new or updated Privacy Policy on our Sites constitutes your acceptance of the Privacy Policy as modified.