

Consumer Data Privacy Policy

Effective date: 1st day of April, 2025

brangus.goregstr.com and gobrangus.com (the “Sites”) are owned and operated by International Brangus Breeders Association (“IBBA”). IBBA can be contacted at:

info@gobrangus.com

(210) 696-8231

8870 US Hwy 87 E, San Antonio, TX 78263

PO Box 409, Adkins, TX 78101

Purpose

The purpose of this privacy policy (this “Privacy Policy”) is to inform users of our Sites of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected;
4. The rights of Sites users; and
5. The Sites’ cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Sites.

Consent

By using our Sites users agree that they consent to:

1. The conditions set out in this Privacy Policy; and
2. The collection, use, and retention of the data listed in this Privacy Policy.

Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Personal Information

- Name

- Email Address
- Phone Number
- Mailing Address
- Payment Information

Non-Personal Information

- IP Address
- Browser Type and Version
- Device Information
- Usage Data (e.g., time spent on our website, pages visited)

How We Use Personal Data

We use your information to:

- Provide, operate, and maintain our services
- Process transactions and send related information
- Improve customer experience
- Communicate with you
- Ensure security and prevent fraud

Who We Share Personal Data With

Employees

We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it;
2. If it is required for any legal proceeding; and
3. To prove or protect our legal rights.

If you follow hyperlinks from our Sites to another Site, please note that we are not responsible for and have not control over their privacy policies and practices.

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved.

You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

In order to protect your security, we use the strongest available browser encryption and store all of our data on servers in secure facilities. All data is only accessible to our employees. Our employees are bound by strict confidentiality agreements and a breach of this agreement would result in the employee's termination.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Do Not Track Notice

Do Not Track ("DNT") is a privacy preference that you can set in certain web browsers. We do not track the users of our Sites over time and across third party websites and therefore do not respond to browser-initiated DNT signals.

Cookie Policy

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use cookies on our Sites.

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the “Effective Date” at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you have any questions, concerns or complaints, you can contact us at:

(210) 696-8231

info@gobrangus.com

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