

Cattlemen's Club Privacy Policy

Effective Date: March 17, 2026

1. Introduction

Welcome to **Cattlemen's Club**. We respect your privacy and are committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you:

- Visit our website
- Use the **Cattlemen's Club mobile application**
- Access our membership portal
- Interact with our membership software (including platforms such as **PeopleVine**)
- Make reservations or purchase tickets for events
- Visit our facilities or participate in club experiences
- Apply for or maintain a membership

By accessing or using our services or providing us with your information, you agree to the practices described in this policy.

2. Information We Collect

We may collect the following categories of personal information.

Identifiers

- Name
- Email address
- Telephone number
- Postal address
- Date of birth
- Membership ID

Financial & Billing Information

- Billing address
- Payment method details
- Membership dues
- Event purchases
- Transaction history

Payment processing is handled by secure third-party processors and we do not store full credit card numbers on our systems.

Technical Information

- IP address
- Device identifiers
- Browser type
- Operating system
- App usage data
- Cookies and similar tracking technologies

Usage Data

Information about how you interact with our:

- Website
- Mobile app
- Membership portal
- Events and services

Member Profile Information

- Membership status
- Join / renewal dates
- Reservation history
- Event attendance
- Guest information
- Preferences and interests

Information You Provide Voluntarily

This includes information provided when you:

- Apply for membership
 - Update your profile
 - Contact us
 - Register for events
 - Submit guest details
 - Interact with us in person, by phone, or by email
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3. How We Collect Information

We collect information in several ways.

Directly From You

When you:

- Apply for membership
- Update your member profile
- Make reservations
- Purchase event tickets
- Submit forms or communicate with us

Through Our Digital Platforms

Including:

- Cattlemen's Club website
- Mobile application
- Membership portal
- PeopleVine membership system

Automatically Through Technology

Including:

- Cookies
- Analytics tools
- Device identifiers
- App usage tracking

Offline Interactions

Information may also be collected during:

- In-person visits
- Club events
- Phone calls
- Written communications

Third-Party Sources

We may receive limited information from trusted third-party providers or publicly available sources when appropriate.

4. How We Use Your Information

We use your information for purposes including:

Membership Management

- Managing your membership account
- Processing membership dues
- Administering club services

Reservations & Event Services

- Enabling dining reservations
- Managing guest lists
- Processing ticket purchases
- Facilitating event registrations

Member Communications

- Membership updates
- Event invitations
- Reservation confirmations
- Club announcements

Personalization

To tailor experiences, services, and event invitations based on member preferences.

Platform Improvements

To improve:

- The mobile app
- Website functionality
- Membership experience
- Event offerings

Marketing & Promotions

With your consent where required, we may send:

- Club newsletters
- Event announcements
- Promotions
- Special offers

Members may opt out of marketing communications at any time.

Security & Legal Compliance

To:

- Protect the rights and safety of the club and its members
 - Prevent fraud or misuse
 - Comply with legal obligations
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5. Sharing and Disclosure of Information

We may share your information in the following circumstances.

Service Providers

We work with trusted vendors who perform services on our behalf, including:

- Membership platforms (such as **PeopleVine**)
- Payment processors
- Event ticketing systems
- Email or marketing platforms
- IT service providers

These vendors may only use your information to perform services for the club.

Affiliates and Operational Partners

Information may be shared with affiliated entities or operational partners when necessary to deliver club services or experiences.

Legal Requirements

We may disclose information if required to:

- Comply with legal obligations
- Respond to lawful requests
- Protect the rights or safety of the club or its members

Business Transfers

In the event of a merger, sale, or restructuring of the business, member information may be transferred as part of the transaction.

With Your Consent

We may also share information when you request or authorize us to do so.

6. Cookies, Analytics, and Tracking Technologies

We use cookies and similar technologies to:

- Improve user experience
- Analyze website and app traffic
- Understand member engagement
- Enhance security

We may also use analytics providers to help us understand how our platforms are used.

You may adjust your browser settings to refuse cookies; however, some parts of the website or app may not function properly without them.

7. Mobile App Notifications

If you use the **Cattlemen's Club mobile app**, we may send notifications including:

- Reservation confirmations
- Event reminders
- Club announcements
- Membership updates

You may control notification preferences within your mobile device or app settings.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from:

- Unauthorized access
- Loss
- Misuse
- Alteration

However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Retention of Personal Information

We retain personal information only for as long as necessary to:

- Provide club services
- Maintain membership records
- Fulfill legal or accounting obligations

After that period, information may be securely deleted or anonymized.

10. Your Privacy Rights

Depending on your jurisdiction, you may have rights related to your personal information, including:

- The right to access the information we hold about you
- The right to correct inaccurate information
- The right to request deletion of personal data
- The right to restrict certain processing
- The right to opt out of marketing communications

To exercise these rights, please contact us using the information below.

California Privacy Rights

Residents of California may have additional rights under the **California Consumer Privacy Act (CCPA)** and **California Privacy Rights Act (CPRA)**, including the right to request access to, deletion of, or information about the personal data we collect.

11. Children's Privacy

Cattlemen's Club services are not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13.

If we learn that such information has been collected, we will delete it promptly.

12. International Data Transfers

Your information may be stored or processed in jurisdictions outside of your home country. When this occurs, we take reasonable steps to ensure appropriate safeguards are in place.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When changes are made, the **Effective Date** will be updated. Continued use of our services after updates constitutes acceptance of the revised policy.

14. Contact Information

If you have questions regarding this Privacy Policy or our privacy practices, please contact:

Cattlemen's Club

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Fort Worth, TX 76164

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