



Privacy Policy

This Privacy Policy explains how Valley Ranch Master Association, Inc. (the “Association”) and its affiliates (“we,” “us,” “our”) collects, uses, shares and protects information obtained from users of Valley Ranch Association communications and website. We are committed to safeguarding the privacy of our community members and website visitors.

Data Collection Methods

We collect information through:

- **Direct Interactions:** Information you provide directly to us through forms, applications, or communications.
- **Automated Technologies:** Data collected through cookies, web beacons, and other tracking technologies when you interact with our website or online services.
- **Third-Party Sources:** Information obtained from third-party service providers or public records.

Information We Collect

We may collect the following types of personal information:

- **Identifiers:** Name, email, postal address, phone number, and other similar identifiers.
- **Technical Data:** IP address, browser type, and operating system.
- **Usage Data:** Information about how you use our website, products, and services.
- **Cookie Tracking Technologies:** We use cookies to enhance your experience on our site. You can choose to disable cookies through your browser settings.
- **Geolocation Data:** Approximate location from IP Address.
- **Inferences:** Preferences based on site activity.
- **Financial Information:** Payment details, billing information.

How We Use Your Information

We use the personal information we collect for the following purposes:

- Provide, maintain, and improve our services.
- Respond to inquiries, service requests, and provide customer service.
- Manage your association accounts.
- Process payments and maintain financial records.
- Communicate important community updates, event notices, and meetings.
- To monitor and analyze trends, usage, and activities to improve our services.
- To detect security incidents and prevent fraud.
- To comply with legal obligations and enforce our rights under applicable laws and Association governing documents and policies.



Information Sharing

We do **not** sell your personal information to third parties.

We may share information with:

- **Affiliates and Service Providers:** Association's Managing Agent, their employees and their advisors who assist in business operations for the Association. Companies that provide services on our behalf, such as payment processors, data analysis, email delivery, push notifications, hosting services, technology and software providers, customer service, and marketing.
- **Legal Compliance:** To comply with applicable law enforcement agencies when required by law, or legal process when necessary to comply with applicable laws or regulations or enforcement of the Association's restrictive covenants.
- **Financial institutions:** For payment processing.

Data Security Measures

We implement reasonable security measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no internet transmission is completely secure, and we cannot guarantee absolute security.

Cookies and Tracking

Our website may use cookies and similar technologies to enhance user experience and collect usage information. You can manage cookie preferences through your browser settings.

Retention of Personal Information

We retain personal information only as long as necessary to fulfill the purposes outlined above, unless a longer retention period is required or permitted by law.

Your Privacy Rights

You have the right to:

- **Right to Know:** You have the right to request information about the categories and specific pieces of personal information we have collected about you.
- **Right to Delete:** You have the right to request the deletion of your website registration, other communication registration, and personal information we have collected from you, subject to exceptions.
- **Right to Correct:** You may request correction of inaccurate personal information.
- **Right to Opt-Out:** You have the right to opt-out of certain data processing activities.



Valley Ranch

More Than An Address. A Lifestyle!

- **Right to Limit Use of Sensitive Information:** You may ask us to limit how we use sensitive personal information.
- **Right to Withdraw Consent:** You may ask us to withdraw consent, where processing is based on consent.

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

Contact Information

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

- Email: vradmin@valleyranch.org
- Phone: 972-869-1430
- Address: 8830 N. MacArthur Blvd. Suite 101, Irving, TX 75063

Changes to This Policy

The Association may periodically update this Privacy Policy. We will notify members of significant changes via email or website announcement. Continued use of the website after such modifications constitutes acceptance of the updated policy.