

This Privacy Policy outlines how Just OK Ranch collects, uses, and protects your information when you visit [www.justokranch.com](http://www.justokranch.com). Effective 5/1/2026

## 1. Information We Collect

We collect information that helps us provide you with high-quality livestock and genetics services.

- **Personal Information:** When you contact us regarding Miniature Zebu cattle or bull semen services, we may collect your name, email address, phone number, and physical address.
- **Transaction Information:** If you make a purchase, such as for livestock genetics or cattle, we collect the necessary billing and shipping information. Payment details are typically processed through secure third-party providers.
- **Usage Data:** We may collect information on how you access and use the website, including IP addresses, browser types, and pages visited, to improve our site's functionality.

## 2. How We Use Your Information

Just OK Ranch uses the collected data for the following purposes:

- **To Fulfill Inquiries & Orders:** Managing sales of livestock and breeding services
- **To Communicate:** Responding to questions about our herd, show schedule, or general information.
- **To Improve Our Services:** Analyzing website traffic to better understand which resources (such as our blog or cattle listings) are most helpful to our visitors.
- **Marketing:** Providing updates on new calves, available genetics, or events, provided you have opted in to receive such communications.

## 3. Data Sharing and Disclosure

We do not sell your personal information. We may share your data with:

- **Service Providers:** Third parties that assist in website hosting, payment processing, or shipping.
- **Legal Requirements:** If required by law or in response to valid requests by public authorities.

## 4. Cookies and Tracking Technologies

We use cookies to enhance your experience. These small files help us remember your preferences and understand how you interact with our content. You can manage your cookie preferences through your browser settings or the consent banner on our website.

## 5. Data Security

The security of your data is important to us. We implement industry-standard security measures to protect your personal information from unauthorized access, alteration, or disclosure.

## 6. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- The right to access the information we hold about you.
- The right to request the correction of inaccurate data.

- The right to request the deletion of your personal information.
- The right to opt-out of marketing communications at any time.

## **7. Compliance**

This policy is designed to align with relevant privacy standards, including the **Texas Data Privacy and Security Act (TDPSA)** and other applicable regional regulations.

## **8. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page with a revised "Effective Date."

## **9. Contact Us**

If you have any questions about this Privacy Policy, please contact us at:

**Just OK Ranch**

Bryan, Texas

[justokranch@gmail.com](mailto:justokranch@gmail.com)