

Privacy Policy for Longroots Ranch

Last updated: November 2025

Longroots Ranch LLC (“Longroots Ranch,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, www.longrootsranch.com (the “Site”), interact with us online, or provide information through our email list or purchase forms. By accessing or using our Site, you agree to the terms of this Privacy Policy.

1. Information We Collect

Information You Voluntarily Provide

We may collect personal information that you voluntarily submit, including:

- Name
- Email address
- Phone number
- Billing/shipping address
- Payment information (processed securely by third-party providers; we do not store credit card numbers)
- Any messages, notes, or responses submitted through forms or email

Information Collected Automatically

When you visit our Site, certain information may be collected automatically, such as:

- IP address
- Browser type
- Device information
- Pages visited and time spent on the Site
- Referring website
- Cookies and similar tracking technologies (for analytics and functionality)

Cookies & Tracking Technologies

We use cookies to improve website performance, understand user behavior, and deliver a better browsing experience. You can adjust your browser settings to refuse cookies; however, some parts of the Site may not function properly without them.

2. How We Use Your Information

We use the information we collect for purposes including:

- Processing and fulfilling orders

- Communicating with you about your purchase, delivery, or customer support inquiries
- Sending newsletters, updates, and promotional materials (you may unsubscribe at any time)
- Improving and optimizing our website, services, and user experience
- Maintaining security and preventing fraud
- Complying with legal obligations

3. Sharing Your Information

We do not sell or rent your personal information.

We may share information with:

- Service Providers that help operate our business (e.g., email marketing platforms, payment processors, website hosting, analytics services)
- Legal or Regulatory Authorities if required to comply with law, regulation, or to protect our rights
- Shipping Providers to deliver your order

Service providers only receive information needed to perform their functions and are required to protect your information.

4. Third-Party Services & Links

Our Site may include links to third-party websites or services, such as payment processors or social media platforms. We do not control and are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before submitting personal information.

5. Data Security

We take reasonable administrative, technical, and physical measures to protect your information from unauthorized access, disclosure, alteration, or destruction. While we strive to protect your personal information, no method of transmission over the internet or electronic storage is completely secure.

6. Email Communications

By subscribing to our newsletter or providing your email during checkout, you may receive:

- Ranch updates
- Product announcements
- Event invitations
- Educational or regenerative agriculture content
- Sales and promotional messages

You can unsubscribe at any time by clicking the “unsubscribe” link in our emails.

7. Children's Privacy

Our Site is not intended for individuals under the age of 16, and we do not knowingly collect information from children. If you believe a child has provided personal information, please contact us and we will promptly delete it.

8. Your Rights & Choices

Depending on your location, you may have rights concerning your personal information, such as:

- Accessing the data we hold about you
- Requesting corrections or updates
- Requesting deletion of your information
- Opting out of marketing communications

To exercise any of these rights, please contact us at team@longrootsranch.com

9. Changes to This Policy

We may update this Privacy Policy from time to time. Updated versions will be posted on this page with a new "Last Updated" date. Continued use of the Site constitutes acceptance of the updated policy.

10. Contact Us

For questions about this Privacy Policy or our data practices, please contact:

Longroots Ranch LLC

8023 Hygiene Road

Longmont, Colorado 80503

team@longrootsranch.com