

THE HORSWELL GROUP, LLC

PRIVACY POLICY

Effective Date: 5/1/2026

THE HORSWELL GROUP, including its **current and future subsidiaries, affiliates, and related entities** under common ownership or control (collectively, “Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our websites, make a purchase, complete forms, or otherwise interact with us.

1. Information We Collect

We may collect the following categories of personal information:

A. Identifiers

- Name
- Email address
- Phone number
- Mailing address
- IP address

B. Commercial Information

- Records of products or services purchased
- Order details and transaction history
- Customer service interactions

C. Internet or Network Activity

- Browser type and device information
- Pages visited, links clicked, referring URLs
- Date, time, and duration of visits

D. Payment and Transaction Information

If you make a purchase through our website, we may collect information necessary to process your transaction, including billing and shipping details and order information.

Payment information (such as credit card numbers) is processed by third-party payment processors (e.g., Wix Payments, Stripe, or similar providers) and is not stored directly by us. These providers process your payment information in accordance with their own privacy and security policies.

E. Inferences

- Preferences and interests derived from interactions with our websites, communications, or services

F. Cookies, Pixels, and Tracking Technologies

We may use cookies, pixels, tags, and similar technologies to:

- Operate and maintain our websites
- Improve functionality and user experience
- Analyze website traffic and performance
- Understand user behavior and preferences
- Deliver and measure the effectiveness of marketing and advertising

These technologies may be provided by third-party services such as analytics providers and advertising platforms.

2. How We Use Your Information

We use personal information for the following purposes:

- To provide, operate, and improve our services
- To process transactions and fulfill orders
- To provide customer support and respond to inquiries
- To send email communications, including marketing, advertising, and promotional messages
- To send direct mail communications
- To personalize content and user experience

- To analyze website usage and improve performance
 - To support advertising and remarketing efforts
 - To maintain security, prevent fraud, and protect our systems
 - To comply with legal and regulatory obligations
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3. Advertising, Analytics, and Data Enrichment

We may use third-party services (such as analytics providers and advertising platforms) that use cookies, pixels, or similar technologies to:

- Collect information about your interactions with our websites
- Track activity across websites and over time
- Deliver targeted or interest-based advertising (remarketing)
- Measure the effectiveness of marketing campaigns

These third parties may independently collect or process data in accordance with their own privacy policies.

We may also use third-party data providers to supplement or enhance the information we collect in order to:

- Improve accuracy of contact information
 - Better understand customer preferences
 - Support marketing and business operations
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4. How We Disclose Your Information

We do not sell your personal information for monetary value.

We do not share your personal information for cross-context behavioral advertising in a manner that constitutes a “sale” or “sharing” under applicable privacy laws.

We may disclose your information only in the following circumstances:

- **Service Providers:** Vendors who assist in operating our business (e.g., hosting, payment processing, email delivery, analytics, or advertising services), subject to appropriate safeguards

- **Affiliates and Related Entities:** We may share your personal information with our parent company, subsidiaries, and affiliated entities for business, operational, and administrative purposes, including to provide services, process transactions, manage customer relationships, and support marketing and communications. All such entities will use and protect your information in accordance with this Privacy Policy.
 - **Legal Compliance:** When required to comply with applicable laws, regulations, or legal processes
 - **Business Transfers:** In connection with a merger, acquisition, restructuring, or sale of assets
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5. Do Not Sell or Share My Personal Information

We do not sell your personal information for monetary value.

We do not share your personal information for cross-context behavioral advertising as defined under applicable privacy laws.

If our data practices change in the future, we will update this Privacy Policy and provide any required notices and opt-out mechanisms in accordance with applicable law.

6. Data Retention

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

- **Fulfill the purposes described in this Privacy Policy**
 - **Comply with legal obligations**
 - **Resolve disputes and enforce agreements**
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7. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no system can be guaranteed to be completely secure.

8. Your Privacy Rights (State-Specific Rights)

Depending on your state of residence, you may have rights under applicable privacy laws, including:

- Right to Access
 - Right to Correction
 - Right to Deletion
 - Right to Opt-Out
 - Right to Know categories of data collected, used, or disclosed
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How to Exercise Your Rights

To submit a request, contact us at:

PRIVACY@TEAMTHG.COM

(OR)

PO BOX 14448 HUMBLE, TX 77347

We may take reasonable steps to verify your identity before processing your request.

Response Timing

We will respond to verified requests within the timeframes required by applicable law (generally within 30–45 days, depending on jurisdiction).

9. Email and Direct Mail Communications

If you provide your contact information, you may receive:

- Marketing, promotional, and informational email communications
- Direct mail communications

You may opt out of:

- Email communications by using the unsubscribe link included in any email
- Direct mail communications by contacting us directly

We will honor opt-out requests in accordance with applicable law.

10. Cookies and Tracking Choices

You can control cookies and tracking technologies through:

- **Your browser settings**
- **Device-level privacy controls**

Some browsers may offer “Do Not Track” signals, which our websites may not respond to.

11. Children’s Privacy

Our services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children.

12. Third-Party Links

Our websites may contain links to third-party websites. We are not responsible for the privacy practices of those third parties.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted with a revised “Effective Date.”

14. Contact Information

THE HORSWELL GROUP

PO BOX 14448 HUMBLE, TX 77347

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