

RanchOn™

Privacy Policy

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Issued by	RanchOn, LLC, 4506 N CR 412, Loraine, Texas 79532, United States
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Related documents	RanchOn Terms of Service; RanchOn TankBoss Two-Year Limited Warranty; RanchOn TankBoss Battery Safety Statement; RanchOn TankBoss Installation Guide

The Short Version

Ranchers keep to themselves. So does your ranch data. Here is what that means in practice.

- **Your ranch data is yours.** The RanchOn Terms of Service says so. This policy explains how we handle it while we hold it for you.
- **We never sell your individual information.** Not your tank readings, not your tank locations, not your name, and not your phone number.
- **We may publish or sell aggregated information** about ranching trends, built by combining many customers' data so that no customer or ranch can be identified. It never includes names, individual readings, or the location of any device.
- **We don't use your ranch data for advertising,** and we don't let anyone else use it that way.
- **Your device's location is used to troubleshoot problems,** and is never disclosed on its own.
- **If a government agency, a lawyer, or a court asks us for your ranch data, we require valid legal process, and we tell you** — unless the law forbids us from telling you.
- **You can get your data out, or have it destroyed.** When you close your account, we delete your data within 90 days, except billing and tax records, which we keep for seven years.

The rest of this policy is the detail behind these points. If anything below seems to conflict with them, tell us and we will fix it.

1. Who We Are and What This Covers

This Privacy Policy is issued by RanchOn, LLC (“RanchOn,” “we,” “us”), a Texas limited liability company. It covers the RanchOn TankBoss™ tank monitoring device (the “Device”) and the readings it reports (“Readings”); the RanchOn mobile app; our website at ranchonllc.com; and information you give us directly, such as by calling, texting, or emailing us. Together these are the “Service.”

RanchOn is responsible for your information. The companies we use to run the Service handle it on our instructions and on your behalf, under contract with us. Their own privacy policies govern their own websites and customers; they do not replace this one.

2. What We Collect

Account information

To set up your account we collect your name, your mobile phone number, and the names you give your ranch, tanks, and Devices. We do not collect an email address to create an account. If you add other people to your account — a family member or ranch hand, for example — we collect the name and mobile number you give us for them.

We also keep what you tell us when you contact us: the contents of calls, texts, and emails with our support team, and any photos you send us. When a Device or accessory is shipped for warranty service, we also keep the shipping details, including the address on the label.

Device Readings

Each Device reports Readings to the Service, including:

- water level and the time of each Reading;
- any other value a Device or a connected sensor measures, such as pressure, flow, and pump state;
- Device health information, such as battery voltage, signal strength, and temperature;
- the Device’s serial number and network identifiers; and
- the alerts triggered and notifications sent.

Over time, Readings build a history of your tanks: how fast they draw down, when they refill, and when something went wrong.

Device location

Each Device reports its GPS position. We currently keep the location history each Device reports for as long as your account is open.

We use an individual Device’s location for one purpose: troubleshooting — for example, confirming a Device is where you expect it to be when its Readings look wrong. We do not use it for marketing, and we do not sell, rent, trade, publish, or otherwise disclose the location of any Device, except to the companies that run the Service on our behalf and under valid legal process, as described in this policy. Location contributes to aggregated information only as described under Aggregated Information, and never more precisely than county level.

We treat tank locations as sensitive information about your operation, because that is what they are.

Purchases, payments, and tax records

When you buy a Device, an accessory, or a subscription, we collect your email address and billing details. We use your email address to send receipts. Card payments, including recurring subscription payments, are handled by our payment processor: your card details go to the processor, not to us, and we do not store card numbers or saved-card information.

We keep a record of each sale, including the address where we deliver your order, the delivery date, and any invoice or delivery receipt you sign. If you pay by check, the check carries your bank account and routing numbers, which we use only to deposit your payment.

If you claim a sales tax exemption, we keep the exemption certificate you give us, along with any invoice you sign for an exempt purchase. For Texas agricultural buyers, the certificate shows your name, address, Ag/Timber Number and its expiration date, and your signature. We keep it because Texas tax law requires a seller to document every sale made without tax, and we may check your Ag/Timber Number with the Texas Comptroller, including whether it was valid on the date of a sale.

App information

The RanchOn app does not request access to your phone's location. If we add push notifications, the app will ask your permission first, and we will keep the token needed to deliver them. When anyone signs in, our systems automatically record basic technical information for security and troubleshooting, which may include the time, the internet address, and the type of device or browser used.

What we do not collect

- Other than what a RanchOn sales representative or an authorized RanchOn reseller provides to complete your purchase, and the exemption check described above, we do not obtain information about you from outside sources such as data brokers, social networks, or credit bureaus.
- We do not collect biometric information.
- We do not track your activity across other websites or apps.
- We do not collect Social Security, driver's license, or passport numbers.

3. How We Use Your Information

We use what we collect to:

- deliver Readings and alerts to you by text message or in the app, and by push notification if we offer them;
- keep your Devices working, and troubleshoot them when they are not;
- provide support when you call, text, or email, and arrange warranty service;
- bill you and send receipts;
- tell you about outages, firmware updates, safety issues, and changes to the Service;
- improve the Service, including reviewing Readings to find and fix problems with accuracy, battery life, and alerts;
- create aggregated information, as described under Aggregated Information; and
- meet legal, tax, and accounting obligations, and protect against fraud and abuse.

We do not use your individual data for any purpose not described in this policy. If we want to use it for a new purpose, we will ask you first.

4. What We Sell and What We Don't

We do not sell, rent, or trade:

- your name, mobile number, email address, or other account information;
- your purchase, payment, or tax-exemption records;
- your individual Readings or alert history;
- the location of any Device; or
- your text-message opt-in or consent.

We may sell, license, trade, or publish aggregated information, as described in the next section. We do not engage in targeted advertising, and we do not build profiles of you. We do not provide your ranch data — your Readings, alert history, or Device locations — to outside companies to train their AI models.

5. Aggregated Information

Aggregated information is information we create by combining data from many customers — for example, typical tank drawdown during a drought, or seasonal water use across a region — so that it describes general trends in ranching operations rather than any customer or ranch.

We may publish aggregated information, and we may sell, license, or trade it to others. We do not ask for permission first, which is why we are telling you here. Aggregated information:

- never includes names, contact information, account details, or any individual Reading;
- never includes the location of any Device, and describes location no more precisely than county level;
- is never based on fewer than five customers for any figure we publish or provide; and
- is not linked to you, so it is not deleted when you close your account.

We will not attempt to identify any customer or ranch from aggregated information, and anyone who receives aggregated information from us must agree not to try.

6. Who We Share Information With

We share information with companies that help us run the Service, only to the extent they need it to do their job, and only under terms requiring them to protect it and limiting how they may use it. These include:

- the cloud platform that hosts the Service and stores your account information and Readings;
- the messaging provider that delivers text alerts;
- the payment processor that handles card payments and receipts;
- the email service that hosts our support address;
- the shipping carriers, and any label service we use, that carry Devices and accessories between you and us, which receive the names and addresses on the labels; and
- the cellular and satellite network providers that connect your Devices.

Network providers receive Device identifiers and connection information as a technical necessity of connecting your Device, and that connection information can reveal a Device's approximate location. Their handling of it is governed by their own terms.

Our cloud platform stores your account information and Readings in the United States, and its staff may access them from outside the United States to operate and support the platform. Our payment processor is

headquartered in Canada, and your billing information may be processed and stored in Canada as well as in the United States.

We may also share information:

- **With people you invite.** If you add a family member, ranch hand, or manager to your account, they can see the tanks and alerts you give them access to. You decide who gets access, and you are responsible for removing it when someone leaves.
- **If we sell the business.** If RanchOn is acquired or merges, customer information may transfer as part of the transaction. The acquirer would be bound by this policy for information collected under it, and we would notify you before any transfer takes effect.
- **With the people who sell and deliver your Devices.** Independent RanchOn sales representatives and authorized RanchOn resellers receive the contact, delivery, payment, and tax-exemption information needed to complete and support your purchase, under agreements that require them to keep it confidential.
- **With tax authorities,** when tax law requires it — for example, sales records and exemption certificates during a sales tax audit.
- **When you tell us to.**
- **When legally required,** as described in the next section.

7. Government, Legal, and Third-Party Demands

Water is litigated. We know that, and we have written this section deliberately.

- **We require valid legal process.** We do not turn over your account information, Readings, or Device locations to a law enforcement agency, groundwater conservation district, regulator, insurer, opposing party in a lawsuit, or anyone else on the basis of an informal request. A subpoena, court order, or equivalent legal demand is the minimum.
- **We will tell you.** If we receive a demand for your information, we will notify you before we respond, so that you have the opportunity to object, unless we are legally prohibited from telling you or there is an emergency involving a risk of death or serious physical injury.
- **We will push back on overbroad demands.** Where we believe a demand is improper, overbroad, or legally defective, we may object to it or narrow our response.
- **The retention limits in this policy also limit what anyone can demand from us.** Information we have deleted cannot be handed over.
- **Tax records are the exception.** Texas tax law requires us to keep sales records and exemption certificates and make them available to tax authorities, for example in a sales tax audit. We provide those records as the law requires, and the notice promise above does not apply to them. This exception covers only sales and tax records, never your Readings or Device locations.
- **These commitments are ours.** A company that runs part of the Service could receive a legal demand directly and respond under its own terms. If one tells us it has, we will tell you.

8. How Long We Keep Things

Information	How long we keep it
Account information (name, mobile number, ranch, tank, and Device names)	While your account is open; deleted within 90 days after you close it
Readings and alert history	While your account is open, subject to your choice when you return a Device (below); deleted within 90 days after you close your account
Device location history	Currently kept while your account is open; deleted within 90 days after you close it
Billing, purchase, and tax records, including receipts, delivery receipts, and exemption certificates	7 years, for tax and accounting purposes
Records of support calls, texts, emails, and warranty service, including shipping details	24 months
Backups	Deleted information is purged from backups on our platform provider's regular backup cycle
Aggregated information	Kept indefinitely; not linked to you

When you return a Device, you choose: we transfer its Readings to your replacement Device, or we permanently delete them. Today you make that choice by calling us. We are building the ability for you to do it yourself in the app.

You can ask us to delete your data at any time, not only when you return a Device or close your account. Contact us using the details at the end of this policy. We will confirm what will be deleted before we delete it, because deletion is permanent. Billing, purchase, and tax records are kept for the period shown above even if you ask us to delete your other data.

9. Security

We protect your information with safeguards suited to a small company:

- Your account information and Readings are stored on an established commercial cloud platform that operates and backs up the systems behind the Service.
- Access to customer information inside RanchOn is limited to the people who need it to support you.
- Card numbers are handled by our payment processor and are never stored by RanchOn.

No system is perfectly secure. If we discover a breach affecting your personal information, we will notify you as Texas law requires, and as promptly as we reasonably can.

10. Text Messages

Tank alerts can be delivered by text message. You turn text alerts on or off in the RanchOn app. While text alerts are on, we use your mobile number to deliver them through our messaging provider.

- Message frequency varies with your Devices and alert settings.

- Message and data rates may apply.
- No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All of the categories of sharing described in this policy, including aggregated information, exclude text-messaging opt-in data and consent; this information will not be shared with any third parties.

The terms of your consent to text alerts, and how to stop them or get help, are in the RanchOn Terms of Service and in the app where you turn text alerts on.

11. Your Rights

RanchOn is a small business as defined by the U.S. Small Business Administration, which means most of the Texas Data Privacy and Security Act does not currently apply to us. We honor these rights anyway:

- **Know and access** — ask what personal information we hold about you, and get a copy;
- **Correct** — have inaccurate information fixed;
- **Delete** — have your personal information deleted, except the billing, purchase, and tax records described under How Long We Keep Things;
- **Portability** — export your Readings yourself, directly from the app; and
- **Appeal** — if we decline a request, you can appeal, and we will respond in writing with our reasons. If you are not satisfied, you may complain to the Texas Attorney General.

We will respond to requests within 45 days. We do not charge for them, and we will not treat you differently for making them. If you live outside Texas, tell us which state, and we will apply the rights your state provides.

12. Children

The Service is not directed to children, and we do not knowingly collect personal information from anyone under 18. If you believe a minor has given us information, contact us and we will delete it.

13. Changes to This Policy

We will post the effective date at the top whenever this policy changes. For material changes — anything that expands what we collect, how long we keep it, or who we share it with — we will notify you by text or email at least 30 days before the change takes effect, and we will not apply new terms to information collected earlier without your consent. Changes that reduce what we collect, keep, or share may take effect when posted.

Continuing to use the Service is not how we will claim you agreed to something.

14. Related Documents

Read this Privacy Policy with the RanchOn Terms of Service, the RanchOn TankBoss Two-Year Limited Warranty, the RanchOn TankBoss Battery Safety Statement, and the RanchOn TankBoss Installation Guide. Each subject has one home: this Privacy Policy states what information RanchOn collects and how it is used, shared, and kept; the Terms of Service governs subscription, data, and alert services, including your ownership of your data; the Warranty states what is covered and on what conditions; the Installation Guide states how to site, mount, commission, and maintain a Device; and the Battery Safety Statement states

battery specifications and what to do when something is wrong with a Device. Where a subject belongs to another document, this policy names that document rather than restating it.

Contact. RanchOn, LLC Customer Support · 512-987-7719 · support@ranchonllc.com · 4506 N CR 412, Loraine, Texas 79532

Questions, requests, and complaints about this policy or your information go to the same place.

Document History

Version	Date	Summary
1.0	October 13, 2026	First release. Not posted.
1.1	October 14, 2026	States that platform staff may access data from outside the United States, that a service provider could receive a legal demand directly, and that deleted information leaves backups on the platform provider's regular cycle. Replaces the Privacy Policy posted at ranchonllc.com, last modified August 8, 2026.

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