

# Privacy Policy

*Last updated: December 08, 2023*

**Grass DFW** is a Whole Sale Sod Supplier and Sod Installation Expert that serve all DFW area. Trust beyond quality and professionalism has positioning **Grass DFW** as a partner of choice for landscapers, builders, contractors and home owners.

At **Grass DFW**, your privacy and well-being are paramount. We are committed to protecting the personal information you share with us, complying with Texas privacy laws and the highest standards of transparency and security. This privacy policy explains how we collect, use, and safeguard your information, always striving to enhance your experience and provide you with the best possible service.

## 1. Information We Collect

We collect personal information in various ways, always with your knowledge and consent. The types of information we may collect include:

- **Contact Information:** Name, email address, phone number, postal address. This information enables us to communicate with you, answer your questions, and send you relevant information about our services. Your data (name, last name, phone number, email, and postal address) is not and will not be disclosed or shared with third parties. The data you share with us is used with your consent to send you SMS messages with offers, promotions, and information about our services, emails and newsletters, and also to make personalized post-sale follow-up calls. Our focus is entirely customer-friendly.
- **Payment Information:** Credit card details or other payment information necessary to process your purchases. This information is used securely and exclusively to complete your transactions. Our payment provider is Square.
- **Demographic Information:** Age, gender, zip code. This information helps us better understand our customers and personalize our services to meet your needs.
- **Usage Information:** Data on how you use our website, such as the pages you visit, the links you click, and the search terms you use. This information allows us to

improve the functionality and design of our website, making it easier to use and more relevant to you.

- **Device Information:** Information about the device you use to access our website, such as your IP address, browser type, and operating system. This information helps us optimize our website for different devices and ensure a smooth and consistent user experience.

## 2. How We Use Your Information

At **Grass DFW**, we use your personal information responsibly and transparently, always aiming to provide you with the best possible service and enhance your experience. The purposes for which we may use your information include:

- **Providing and Improving Our Services:** We use your information to process your orders, answer your questions, and provide you with customer support. We also use your information to improve our website and services, making them more efficient and tailored to your needs.
- **Communicating with You:** We may use your information to send you emails or text messages about your orders, our services, or special promotions, **provided you have given your consent to receive such communications**. We respect your time and privacy, so we will only send you information that is relevant and of interest to you.
- **Personalizing Your Experience:** We may use your information to personalize your experience on our website, such as showing you ads or content that we believe will be of interest to you, **provided you have given your consent for such use**. We want your visit to our website to be as enjoyable and personalized as possible.
- **Complying with the Law:** We may use your information to comply with applicable laws and regulations, **including Texas privacy laws**. Your safety and ours are important, so we strictly comply with all relevant laws and regulations.

## 3. How We Protect Your Information

At **Grass DFW**, the security of your personal information is paramount. We have implemented state-of-the-art technical and organizational security measures to protect your information from unauthorized access, use, or disclosure. These measures include:

- **Data Encryption:** We use secure encryption protocols to protect your personal information during transmission and storage.
- **Access Control:** We restrict access to your personal information to only

those employees who need to access it to perform their duties.

- **Security Audits:** We conduct regular security audits to identify and address potential vulnerabilities.
- **Staff Training:** We train our staff on security and privacy best practices to ensure your information is always protected.

#### 4. We Do Not Disclose Your Information

At Grass DFW, we do not sell, rent, or share your personal information with third parties for marketing or advertising purposes. Your privacy is our top priority, and we are committed to keeping your information confidential and secure.

#### 5. Your Rights

You have the following rights regarding your personal information, in accordance with Texas law:

- **Access:** You have the right to access the personal information we hold about you.
- **Rectification:** You have the right to correct any inaccurate or incomplete personal information we hold about you.
- **Erasure:** You have the right to request that we delete your personal information,  
**provided we are not required to retain it by law.**
- **Objection:** You have the right to object to the processing of your personal information, **provided we do not have a legitimate reason to process it.**

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

#### 6. Contact Us

If you have any questions about this privacy policy, please contact us at:

Grass DFW  
3333 Preston Rd, Frisco, TX 75034 (United States) [info@grassdfw.com](mailto:info@grassdfw.com)  
(+1) 214-7020622

**7. Your phone number will be used exclusively to send you messages you have opted to receive based on your consent. We do not sell or share your personal information with third parties.**

## **8. Phone Number Privacy Policy:**

We respect your privacy and are committed to protecting your personal information.

Use of Information: We use your phone number to send SMS messages regarding your inquiries and customer care.

Data Sharing: Phone information or opt-in data collected will not be shared, sold, or disclosed to any third parties or affiliates for marketing purposes.

Opt-Out: Reply "STOP" to unsubscribe or "HELP" for assistance.

Message Disclosures: Message frequency varies. Message and data rates may apply.

Data Security: Your data is protected and retained only as necessary.

## **9. Changes to this Privacy Policy**

We may update this privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on our website.

### **Additional Information**

- **Children:** Our website is not directed at children under the age of 13. We do not knowingly collect personal information from children under 13.
- **Cookies:** We use cookies to collect information about how you use our website. You can control cookies through your browser settings.

GRASS DFW is committed to complying with all data privacy laws and is committed to protecting the data of all our users.