

ONLINE PRIVACY POLICY AGREEMENT

Blue Springs Ranch, Inc, is committed to keeping any and all personal information collected of those individuals that visit our website and make use of our online facilities and services accurate, confidential, secure and private. Our privacy policy has been designed and created to ensure those affiliated with Blue Springs Ranch, Inc of our commitment and realization of our obligation not only to meet but to exceed most existing privacy standards.

THEREFORE, this Privacy Policy Agreement shall apply to Blue Springs Ranch, Inc and any subsidiary company listed below, and thus it shall govern any and all data collection and usage thereof. Through the use of www.vacationbsr.com you are herein consenting to the following data procedures expressed within this agreement.

Subsidiary Company:

Blue Springs Ranch Trail Rides, Inc

Collection of Information

This website collects various types of information, such as:

- Voluntarily provided information which may include your name, address, email address, billing and/or credit card information etc., which may be used when you purchase products and/or services and to deliver the services you have requested.
- Information automatically collected when visiting our website, which may include cookies, third party tracking technologies and server logs.

Please rest assured that this site shall only collect personal information that you knowingly and willingly provide by way of surveys, completed membership forms, and emails. It is the intent of this site to use personal information only for the purpose for which it was requested and any additional uses specifically provided on this site.

We may also gather information about the type of browser you are using, IP address or type of operating system to assist us in providing and maintaining superior quality service.

It is highly recommended and suggested that you review the privacy policies and statements of any website you choose to use or frequent as a means to better understand the way in which other websites garner, make use of and share information collected.

Use of Information Collected

Blue Springs Ranch, Inc may collect and may make use of personal information to assist in the operation of our website and to ensure delivery of the services you need and request. At times, we may find it necessary to use personally identifiable information as a means to keep you

informed of other possible products and/or services that may be available to you from www.vacationbsr.com and our subsidiaries . Blue Springs Ranch, Inc and our subsidiaries may also be in contact with you with regards to completing surveys and/or research questionnaires related to your opinion of current or potential future services that may be offered.

Blue Springs Ranch, Inc does not now, nor will it in the future, sell, rent or lease any of our customer lists and/or names to any third parties.

Blue Springs Ranch, Inc may deem it necessary to follow websites and/or pages that our users may frequent in an effort to glean what types of services and/or products may be the most popular to customers or the general public.

Blue Springs Ranch, Inc may disclose your personal information, without prior notice to you, only if required to do so in accordance with applicable laws and/or in a good faith belief that such action is deemed necessary or is required in an effort to:

- Remain in conformance with any decrees, laws and/or statutes or in an effort to comply with any process which may be served upon Blue Springs Ranch, Inc and/or our website;
- Maintain, safeguard and/or preserve all the rights and/or property of Blue Springs Ranch, Inc; and
- Perform under demanding conditions in an effort to safeguard the personal safety of users of www.vacationbsr.com and/or the general public.

Cookies

We use cookies and other technologies to passively collect demographic information, personalize your experience on our site and monitor advertisements and other activities. Cookies are small files downloaded to your computer to track movements within websites. We may link cookie information to personal information. Cookies link to information regarding what items you have selected for purchase at our store or pages you have viewed. This information is used to keep track of your shopping cart and make sure you don't see the same ad repeatedly. Also, we use cookies to deliver content specific to your interest and to monitor Website usage. Some of our sites use an outside ad company to display ads. These ads may contain cookies. Our ad companies collect cookies received with banner ads, and Company does not have access to this information. Most browsers are automatically set to accept cookies whenever you visit a website. You can disable cookies or set your browser to alert you when cookies are being sent. However some areas of our sites will not function properly if you do so. Please note that this privacy policy covers the use of cookies by Company only and does not cover the use of cookies by any advertisers.

Children Under Age of 13

Blue Springs Ranch, Inc does not knowingly collect personal identifiable information from children under the age of thirteen (13) without verifiable parental consent. If it is determined that such information has been inadvertently collected on anyone under the age of thirteen (13), we shall immediately take the necessary steps to ensure that such information is deleted from our system's database. Anyone under the age of thirteen (13) must seek and obtain parent or guardian permission to use this website.

Security

Blue Springs Ranch, Inc shall endeavor and shall take every precaution to maintain adequate physical, procedural and technical security with respect to our offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control.

The company also uses Secure Socket Layer (SSL) for authentication and private communications in an effort to build users' trust and confidence in the internet and website use by providing simple and secure access and communication of credit card and personal information. In addition, Blue Springs Ranch, Inc is a licensee of TRUSTe.

Refunds

Refunds for lodging and activities will be requested and made through the Blue Springs Ranch office. Our refund policies is located on our website at www.vacationbsr.com.

Changes to Privacy Policy Agreement

Blue Springs Ranch, Inc reserves the right to update and/or change the terms of our privacy policy, and as such we will post those change to our website homepage at www.vacationbsr.com, so that our users and/or visitors are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose such information. If at any point in time Blue Springs Ranch, Inc decides to make use of any personally identifiable information on file, in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner.

Acceptance of Terms

Through the use of this website, you are hereby accepting the terms and conditions stipulated within the aforementioned Privacy Policy Agreement. If you are not in agreement with our terms and conditions, then you should refrain from further use of our sites. In addition, your continued use of our website following the posting of any updates or changes to our terms and conditions shall mean that you are in agreement and acceptance of such changes.

How to Contact Us

If you have any questions or concerns regarding the Privacy Policy Agreement related to our website, please feel free to contact us at the following email, telephone number or mailing address.

Email: bsr@floatbsr.com

Telephone Number: 1-800-333-8007

Mailing Address:

Blue Springs Ranch, Inc
1246 Blue Springs Road
Bourbon, Missouri 65441