Privacy Policy

Effective Date: November 11, 2026

Texas Haunters Group, LLC ("Texas Haunters Group," "we," "us," or "our") respects your privacy and is committed to protecting the information you provide when visiting our website, registering for the Texas Haunters Convention, or communicating with us.

This Privacy Policy explains what information we collect, how we use and share it, and the choices available to you.

1. Information We Collect

We may collect the following categories of information:

Personal and Contact Information

- Names, email addresses, mailing addresses, telephone numbers, and other contact information you provide.
- Information submitted when contacting us, subscribing to newsletters, or communicating with our organization.

Registration Information

- Attendee and vendor names, contact information, registration details, and other information necessary to administer the convention.
- Children's names and parent- or legal guardian-controlled email addresses submitted when registering children under the age of 13.
- Information needed to prepare event badges or wristbands and administer registrations.

Payment Information

Payments may be processed through RegFox's payment processor or PayPal when used. Payment providers may collect and process payment details under their own privacy policies. We do not intentionally collect or store complete payment card numbers through our website.

Website and Technical Information

When you visit our website, our service providers and we may collect technical information such as IP address, browser type, device information, pages visited, referring websites, and interactions with website content.

Cookies and Tracking Information

We use analytics and advertising technologies, including Google Analytics and Meta Pixel, which may collect information about website activity, technical identifiers, and interactions with registration pages.

2. How We Use Information

We may use the information we collect to:

- Operate and maintain our website and convention.
- Process and manage attendee and vendor registrations.
- Prepare badges and wristbands.
- Send registration confirmations, event-related communications, and updates.
- Process payments through applicable payment providers.
- Send newsletters and marketing communications.
- Respond to questions, requests, and customer service inquiries.
- Measure website usage, registration conversions, and advertising performance.
- Maintain business records, comply with legal obligations, and protect our rights.

We use children's registration information for the purposes described in Sections 4 and 6.

3. Service Providers and Third-Party Platforms

We use third-party services to operate our website, administer registrations, communicate with attendees and vendors, process payments, and measure website and advertising performance.

These services include:

- **WordPress, associated plugins, and our website hosting provider:** Website operation and hosting.
- **RegFox:** Registration processing and management.
- **RegFox's payment processor:** Processing registration payments.
- **PayPal:** Payment processing when used.
- **Mailchimp:** Newsletter distribution and marketing communications.
- **Google Analytics:** Website analytics and usage measurement.
- **Meta Pixel:** Advertising measurement, website activity tracking, and registration conversion measurement.

These providers may process information in accordance with their own privacy policies, service terms, and applicable legal obligations.

4. Sharing and Disclosure of Information

We do not sell, rent, or lease attendee or vendor contact lists. We do not provide attendee or vendor contact lists to vendors, sponsors, or other convention partners for their own independent marketing.

We share information with third-party service providers as needed to operate our website, administer registrations, process payments, communicate with attendees and vendors, and measure website usage and advertising performance. These providers may process information under their own privacy policies and service terms.

Our use of these providers includes:

- **RegFox:** We provide registration information to RegFox to collect and manage convention registrations. This includes children's names and the email addresses supplied and controlled by their parents or legal guardians. We use the information to administer registrations, prepare badges or wristbands, and send registration confirmations and related event communications.
- **Mailchimp:** We provide or transfer attendee and vendor contact information to Mailchimp to manage and send newsletters and marketing emails. This includes children's names and parent-controlled email addresses associated with children's registrations, which may be used for marketing communications related to the Texas Haunters Convention and our services.
- **Payment providers:** RegFox's payment processor and PayPal, when used, process payments and may retain transaction information under their own policies and applicable law.
- **Google Analytics:** Our website and registration process may transmit website activity and technical information to Google for usage measurement and analysis. Personally identifiable information is not transmitted.
- **Meta Pixel:** Our website and registration process may transmit event and technical information to Meta to measure website behavior and completed registrations and evaluate advertising performance. We have turned off the optional setting that sends hashed email addresses or telephone numbers for event matching. Other event data or technical information may still be transmitted, depending on the integration and its configuration.

We do not intentionally upload attendee or vendor contact lists to Google or Meta for their independent marketing. However, analytics and advertising technologies may automatically transmit technical information, identifiers, browsing activity, or website interaction data. Turning off optional hashed contact matching does not necessarily prevent all technical or event information from being transmitted.

We may also disclose information when reasonably necessary to comply with law or legal process, protect the rights or safety of Texas Haunters Group or others, investigate suspected fraud or misuse, establish or defend legal claims, or support a business reorganization or transfer where permitted by law.

Third-party providers may retain or process information in accordance with their own policies and legal obligations. Our deletion practices are described in Sections 6 and 8.

5. Cookies, Analytics, and Advertising

Our website and registration process may use cookies, pixels, and similar technologies to understand website usage, measure advertising effectiveness, and track completed registrations.

Google Analytics

> We use Google Analytics to measure website activity and understand how visitors use our website. Personally identifiable information is not transmitted.

Meta Pixel

> We use Meta Pixel to measure website activity and completed registration conversions, including through a conversion event identified as "Purchase." We have turned off the optional setting that sends hashed email addresses or telephone numbers for event matching.
>
> Meta Pixel may nevertheless receive event information, technical identifiers, browsing activity, or other information depending on the integration and its configuration. We do not represent that all information collected through these technologies is anonymous.

You have options to manage cookies through your browser settings. Blocking cookies or similar technologies may affect some website or registration functionality.

6. Children's Privacy and Registration

Parents or legal guardians should register children under the age of 13. The parent or legal guardian enters the child's name and provides an email address that the parent or legal guardian controls. Parents may use their own email address for children. The child may be listed as a separate attendee in RegFox for event administration.

RegFox collects and stores the child's name and parent-controlled email address to administer registration, prepare badges or wristbands, and send registration confirmations and related event communications. This information may also be stored in Mailchimp and used to send marketing emails related to the Texas Haunters Convention and our services.

We do not ask for a child's age or date of birth as part of this registration process.

Parents or legal guardians may unsubscribe from marketing emails using the instructions included in the email or contact us at texashauntersgroup@gmail.com.

A parent or legal guardian may request access to, correction of, or deletion of a child's registration information by contacting texashauntersgroup@gmail.com. Upon receiving a valid deletion request, Texas Haunters Group will delete the registration from RegFox and remove the associated information from Mailchimp, where applicable, subject to any legal retention obligations.

Analytics and advertising technologies may operate on registration or confirmation pages. These technologies may transmit event or technical information to third parties depending on their configuration. We review these integrations to reduce the risk of children's personal information being transmitted unnecessarily.

7. Newsletters and Marketing Communications

We use Mailchimp to manage and send attendee and vendor newsletters and marketing communications.

If you subscribe to our communications or provide your contact information during registration, we may use that information to send convention news, updates, announcements, and marketing communications related to Texas Haunters Group and the Texas Haunters Convention.

Children's names and parent-controlled email addresses associated with registrations may also be stored in Mailchimp and used for marketing communications as described in Section 6.

You may unsubscribe from marketing emails by using the unsubscribe instructions included in the message. Unsubscribing from marketing emails does not necessarily stop registration confirmations or other necessary administrative communications.

We do not provide attendee or vendor contact lists to vendors, sponsors, or other convention partners for their own independent marketing.

8. Data Retention and Deletion

We retain information for as long as reasonably necessary for the purposes described in this Privacy Policy, including administering registrations, communicating with attendees and vendors, maintaining business records, resolving disputes, and meeting legal obligations.

RegFox may retain registration records after the convention. The timing and operation of retention within RegFox are subject to RegFox's systems, policies, and applicable terms.

If we receive a valid request to delete registration information, Texas Haunters Group will delete the registration from RegFox and remove associated information from Mailchimp, where applicable, subject to any legal retention obligations.

We do not routinely copy or export registration information into other systems. Information held independently by third-party providers may remain subject to those providers' own retention policies and legal obligations.

9. Data Security

We use reasonable administrative and technical measures intended to protect information from unauthorized access, use, alteration, or disclosure.

However, no website, electronic transmission, or storage system can be guaranteed to be completely secure. We cannot guarantee absolute security of information transmitted to or stored by our service providers or us.

10. Your Privacy Rights and Requests

Depending on your location and applicable law, you may have rights to request access to, correction of, or deletion of certain personal information, or to exercise other privacy rights.

To submit a privacy request, contact us using the information in Section 13. We may need to verify your identity or authority to request before taking action.

Parents or legal guardians may submit requests regarding their children's registration information as described in Section 6.

Where applicable law provides a right to appeal a privacy request decision, we will provide information about how to exercise that right when responding to the request.

11. Third-Party Websites and Services

Our website may link to third-party websites or services, including registration, payment, social media, and email platforms. These third parties operate under their own privacy policies and practices.

We are not responsible for the privacy, security, or content practices of third-party websites and services. We encourage you to review their policies before providing information directly to them.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal obligations.

When we make changes, we will update the effective date at the top of this policy. The revised policy will apply from its stated effective date.

13. Contact Us

If you have questions about this Privacy Policy or wish to submit a privacy request, contact:

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4020 N. MacArthur Blvd., Ste. 122 # 7213
Irving, TX 75038-6422
Email: texashauntersgroup@gmail.com