

Privacy Policy

Last updated: January 28, 2026

Backroads Digital (“we,” “us,” or “our”) respects your privacy and is committed to protecting it. This Privacy Policy explains how we collect, use, and protect your information when you visit our website or communicate with us, including through SMS messaging.

Information We Collect

Personal Information

You may voluntarily provide personal information including:

- Name
- Email address
- Phone number
- Business name
- Information submitted through contact forms, email, or SMS communication

Automatically Collected Information

When you visit our website, we may collect limited information such as:

- IP address
- Browser type
- Pages visited
- Date and time of visits

This information is used solely for analytics and to improve website performance and user experience.

How We Use Your Information

We use collected information to:

- Respond to inquiries
- Provide requested services or information

- Communicate with clients and prospective clients
- Improve our website and services

We do not use your information for purposes unrelated to Backroads Digital's business operations.

Data Sharing

- **Customer data is not shared with third parties for promotional or marketing purposes.**
 - **Mobile opt-in and consent are never shared with anyone for any purpose.**
 - Any information sharing that may be mentioned elsewhere in this policy **explicitly excludes mobile opt-in data.**
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SMS Messaging Terms & Conditions

By providing your phone number and agreeing to receive text messages, you consent to receive SMS messages from **Backroads Digital** at **903-300-6209** for purposes including **account notifications and customer care.**

- Consent is **not** a condition of purchase
- Message frequency varies
- Message and data rates may apply
- Reply **STOP** at any time to unsubscribe
- Reply **HELP** for assistance

You may also contact us directly at:

903-300-6209

hello@backroads-digital.com

Mobile opt-in information is never shared with third parties.

Sharing of Information

We do **not** sell, rent, or trade personal information.

Information may be disclosed only:

- If required by law
 - To protect our rights or safety
 - To trusted service providers who assist with business operations and agree to keep information confidential
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Cookies and Tracking Technologies

Our website may use cookies or similar technologies to:

- Analyze traffic
- Understand visitor behavior
- Improve website functionality

You may disable cookies through your browser settings if you prefer.

Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. While no system is entirely secure, we take appropriate steps to protect your data.

Third-Party Links

Our website may include links to third-party sites. We are not responsible for the privacy practices or content of those sites and encourage you to review their policies.

Your Rights and Choices

You may:

- Request access to your personal information
- Request correction or deletion of your information
- Opt out of SMS communications by replying **STOP**

Children's Privacy


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


Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date.

Contact Information

Backroads Digital

 Email: hello@backroads-digital.com

 Phone: 903-300-6209

 Website: <https://backroads-digital.com>