

Privacy Policy

Last Updated: March 13, 2026

This Privacy Policy describes how Bluebonnet Ridge RV Park (“Bluebonnet RV,” “we,” “us,” or “our”) collects, uses, and shares personal information when you visit our property, make reservations, or interact with us in any way.

1. INFORMATION WE COLLECT

1.1 Personal Information

We may collect the following personal information:

- Contact information (name, address, email address, phone number)
- Payment information (credit card details, billing address)
- Vehicle information (license plate number, RV make/model)
- Government-issued ID information
- Emergency contact information
- Photographs or video footage from security cameras on our property

1.2 How We Collect Information

We collect information when you:

- Make a reservation in person, by phone, or through our website
- Complete registration forms
- Communicate with our staff
- Use our facilities
- Provide feedback or reviews
- Enter contests or promotions we sponsor
- Through security cameras on our property

2. USE OF INFORMATION

We use your personal information to:

- Process reservations and payments
 - Provide and maintain our services
 - Communicate with you about your stay
 - Send you SMS/text messages if you have opted in (see Section 10)
 - Respond to your inquiries
 - Improve our facilities and services
 - Ensure compliance with our rules and policies
 - Protect the safety and security of our guests and property
 - Comply with legal obligations
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3. SHARING OF INFORMATION

3.1 Third Parties

We may share your information with:

- Payment processors to complete transactions
- Reservation platforms we partner with
- Service providers who help us operate our business
- Law enforcement agencies when required by law

3.2 Business Transfers

If Bluebonnet Ridge RV Park is involved in a merger, acquisition, or sale of all or a portion of its assets, your personal information may be transferred as part of that transaction.

3.3 Legal Requirements

We may disclose your personal information if required to do so by law or in response to valid requests by public authorities.

4. DATA SECURITY

We implement reasonable security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

5. DATA RETENTION

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

6. YOUR RIGHTS

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Correct inaccurate or incomplete information
- Request deletion of your personal information
- Object to certain processing of your information
- Request restrictions on processing
- Request a copy of your personal information

To exercise these rights, please contact us using the information provided in Section 9.

7. CHILDREN'S PRIVACY

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected personal information from a child, we will take steps to delete that information.

8. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated "Last Updated" date. We encourage you to review this Privacy Policy periodically.

9. CONTACT US

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

Bluebonnet Ridge RV Park
16543 Farm to Market 429,
Terrell, TX 75161

Phone: (972) 524-9600

Contact Page: <https://www.bluebonnetrv.com/contact/>

10. SMS COMMUNICATIONS

By providing your mobile number and opting in through our website, booking system, or by phone, you consent to receive SMS/text messages from Bluebonnet Ridge RV Park regarding your reservations, park updates, and customer support.

- **Message Frequency:** Message frequency varies depending on your reservations and inquiries.
- **Opt-Out:** You may opt out at any time by replying **STOP** to any message we send. Reply **HELP** for assistance.
- **Charges:** Message and data rates may apply.
- **Identification:** All messages will identify Bluebonnet Ridge RV Park as the sender.
- **Data Sharing:** We do not sell or share your phone number with third parties for their independent marketing purposes.

By making a reservation or using our facilities, you acknowledge that you have read and understood this Privacy Policy, and agree to be bound by its terms.