

# Privacy Policy

**Effective Date:** [August 5, 2026] **Last Updated:** [August 6, 2026]

## 1. Introduction

Welcome to nicholsfencecompany.com (the "Site," "we," "us," or "our"), are owned and operated by Nichols Fence LLC. This Privacy Policy explains how we collect, use, disclose, and protect information about visitors to our website at nicholsfencecompany.com.

This policy specifically addresses data collected through **Google Analytics** and **Wix Analytics**, the analytics tools used on this Site, along with our other data practices.

By using our Site, you agree to the collection and use of information as described in this Privacy Policy. If you do not agree, please do not use our Site.

## 2. Information We Collect

### 2.1 Information You Provide Directly

We may collect information you voluntarily provide, such as your name, email address, or other details when you fill out a contact form, subscribe to a newsletter, or otherwise communicate with us.

### 2.2 Information Collected Automatically

When you visit our Site, the following information may be collected automatically via cookies and similar technologies, primarily through Google Analytics and Wix Analytics:

- IP address (used to derive approximate geographic location)
- Browser type and version, device type, and operating system
- Referring/exit pages and URLs
- Pages viewed and time spent on the Site
- Date and time of visit
- Click patterns and general navigation behavior
- Screen resolution and language settings

## 3. Google Analytics

We use **Google Analytics**, a web analytics service provided by Google LLC ("Google"), to understand how visitors engage with our Site.

- **What it does:** Google Analytics uses cookies (e.g., `_ga`, `_gid`, `_gat`) and similar technologies to collect and report on Site activity.
- **Data collected:** IP address, browser/device information, pages visited, time on Site, referral source, and general location.
- **Note on IP data:** Google Analytics 4 (GA4), the current version of Google Analytics, does not permanently store full IP addresses — IP data is used briefly to derive approximate location and then discarded.
- **Google's role:** Google processes this data under its own terms and may use it in accordance with the [Google Privacy Policy](#).
- **Opt-out:** Visitors can prevent Google Analytics from using their data by installing the [Google Analytics Opt-out Browser Add-on](#).

## 4. Wix Analytics & Wix Platform Data Collection

Our Site is built and hosted on Wix.com ("Wix"), and we use **Wix Analytics** to monitor site traffic and visitor behavior.

- **What it does:** Wix Analytics collects data about visitors to Wix-built sites, including traffic sources, visitor counts, page views, and on-site behavior.
- **Data collected:** IP addresses, device/browser information, approximate location, pages visited, and referral data.
- **Wix's role:** Wix may process this data on our behalf and, in some cases, for its own purposes, as described in the [Wix Privacy Policy](#).
- **Cookies:** Wix sets its own cookies to operate the Site and enable Analytics functionality — see the [Wix Cookie Policy](#).

## 5. Cookies and Similar Technologies

Cookies used on this Site generally fall into these categories:

- **Essential/Strictly Necessary Cookies** — required for the Site to function (set by Wix to operate core features).
- **Analytics Cookies** — set by Google Analytics and Wix Analytics to help us understand visitor behavior.

Visitors can control or delete cookies through their browser settings; blocking some cookies may affect Site functionality.

## 6. How We Use Collected Information

We use information collected through Google Analytics, Wix Analytics, and any information provided directly to:

- Understand and analyze how visitors use our Site
- Improve Site content, functionality, and user experience

- Monitor usage trends and diagnose technical issues
- *Communicate with you, if you've provided contact information*
- Comply with legal obligations

We do not sell personal information for third parties' independent marketing purposes.

## 7. How We Share Information

We may share information with:

- **Google LLC**, as our analytics provider, subject to Google's own privacy practices
- **Wix.com Ltd.**, as our hosting and analytics provider, subject to Wix's own privacy practices
- Law enforcement or regulators, where required by law

We do not otherwise sell or rent personal information to third parties.

## 8. Data Retention

We retain data collected through Google Analytics and Wix Analytics for as long as necessary for the purposes described in this policy, or per the retention settings configured within these tools.

## 9. International Data Transfers

Google and Wix may process and store data on servers outside your country of residence, including in the United States. These providers implement safeguards (such as Standard Contractual Clauses) for international data transfers.

## 10. Your Privacy Rights

### 10.1 European Economic Area, UK, and Switzerland (GDPR)

You have the right to access, correct, or delete your data; restrict or object to processing; request data portability; withdraw consent at any time; and lodge a complaint with your local data protection authority.

### 10.2 California Residents (CCPA/CPRA)

You have the right to know what personal information is collected/used/shared, request deletion or correction, opt out of "sale" or "sharing" of personal information, and non-discrimination for exercising these rights.

### **10.3 Other Jurisdictions**

Residents of other U.S. states (e.g., Virginia, Colorado, Connecticut) and other countries may have similar rights under applicable local law.

To exercise any of these rights, contact us at [hnicholsfence@gmail.com](mailto:hnicholsfence@gmail.com).

## **11. Do Not Track Signals**

Our Site currently does not respond to browser "Do Not Track" signals, as no industry-standard approach exists for honoring them.

## **12. Children's Privacy**

Our Site is not directed to children under 13 (or 16, where applicable), and we do not knowingly collect their personal information. Contact us if you believe we've inadvertently collected such data so we can delete it.

## **13. Data Security**

We take reasonable measures to protect information collected through our Site, though no method of internet transmission or storage is 100% secure.

## **14. Third-Party Links**

Our Site may link to third-party websites. This Privacy Policy does not apply to those sites, and we encourage reviewing their privacy policies separately.

## **15. Changes to This Privacy Policy**

We may update this policy periodically. Changes will be posted here with a revised "Last Updated" date.

## **16. Contact Us**

Questions about this Privacy Policy or our data practices can be directed to:

[Nichols Fence LLC] [[hnicholsfence@gmail.com](mailto:hnicholsfence@gmail.com)] [4103 Kramer Ln Ste 201, Texarkana, TX 75501]

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