

# Privacy Policy & SMS Terms

Clare Auto Auctions LLC • 8920 N. Mission Rd, Clare, MI 48617 • clareautoauction.com

*Effective Date: May 2026*

## 1. Scope of This Policy

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This Privacy Policy applies to information collected through the Clare Auto Auctions LLC website at clareautoauction.com, online bidder registrations, SMS opt-in forms, and related electronic communications. It does not govern third-party websites or auction platforms that operate under their own policies.

## 2. Information We Collect

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**Personal Information:** Name, mailing address, email address, mobile telephone number, bidder registration details, and any other identifiers you provide when registering, bidding, or contacting us. **Usage & Technical Data:** IP address, browser type, device information, pages viewed, and access dates/times collected automatically. **Communication Preference Data:** Your opt-in status, mobile number, opt-in source, and date/time of consent when you subscribe to SMS notifications.

## 3. How We Collect Information

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We collect information directly from you when you complete online bidder registration forms, submit SMS opt-in requests, or contact us via the Site. We also collect information automatically through cookies, server logs, and analytics tools, and from third-party auction platforms through which you access our listings.

## 4. How We Use Information

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We use the information we collect to process bidder registrations and manage auction participation; send auction alerts, reminders, announcements, and event updates you have requested; respond to inquiries and provide customer support; fulfill contractual obligations including invoicing; comply with applicable law; and improve our Site and services.

## 5. SMS Program and Mobile Information

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If you provide your mobile number through our website opt-in form, you consent to receive recurring automated text messages from Clare Auto Auctions LLC regarding upcoming auctions, reminders, announcements, and related auction event updates. Message frequency varies. Message and data rates may apply. Reply STOP at any time to opt out. Reply HELP or call (989) 386-1087 for assistance. Consent to receive SMS messages is not a condition of purchase, registration, or participation in any auction.

**No mobile information will be shared with third parties or affiliates for their own marketing or promotional purposes. Text messaging opt-in data and consent will not be sold, rented, or shared with any third party.**

## 6. Sharing of Information

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Clare Auto Auctions LLC does not sell personal information. We may disclose information to employees, agents, or contractors who need it to support our operations; to comply with legal obligations, subpoenas, or government requests; to protect the safety, property, or rights of the company or others; in connection with a merger, acquisition, or asset transfer; and to third-party auction platforms through which bidders access our listings.

## 7. Cookies and Analytics

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We and our service providers may use cookies, web beacons, and analytics tools to store preferences, measure site traffic, and improve performance. You may configure your browser to block or delete cookies, though certain site functionality may be affected.

## **8. Data Security and Retention**

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We use reasonable administrative, technical, and physical safeguards to protect personal information from unauthorized access, alteration, or disclosure. No internet transmission or storage method is completely secure. We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Policy and to comply with legal obligations.

## **9. Your Choices**

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You may opt out of SMS messages at any time by replying STOP. You may choose not to provide certain information, though this may limit your ability to register or participate in auctions. You may contact us to update or correct your account information.

## **10. Children's Privacy**

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Our Site and services are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us and we will promptly delete it.

## **11. External Links**

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Our Site may contain links to third-party websites and auction platforms. We are not responsible for the privacy or security practices of those third parties and encourage you to review their policies before submitting information.

## **12. U.S. Audience**

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Our Site and services are intended for individuals in the United States. By using the Site from outside the U.S., you consent to the transfer and processing of your information in the United States, where privacy laws may differ from those in your jurisdiction.

## **13. Changes to This Policy**

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We may update this Privacy Policy at any time by posting a revised version on our Site. Continued use of the Site following any changes constitutes your acceptance of the updated Policy. We encourage you to review this Policy periodically.

## **14. Contact Us**

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Clare Auto Auctions LLC | 8920 N. Mission Rd, Clare, MI 48617 | Phone: (989) 386-1087 |  
clareautoauction.com

## Clare Auto Auctions LLC SMS Terms & Conditions

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Clare Auto Auctions LLC operates an SMS notification program to keep registered bidders and interested parties informed about upcoming auctions, lot announcements, auction reminders, and related event updates.

### Opt-In

You opt in by entering your mobile phone number in the SMS subscription form on our website and submitting your consent. The following disclosure is presented at the point of opt-in: "By submitting your phone number through this form, you agree to receive text messages from Clare Auto Auctions LLC regarding upcoming auctions, reminders, announcements, and related auction event updates. Consent is not a condition of purchase. Msg frequency varies. Msg & data rates may apply. Reply HELP for help or call (989) 386-1087. Reply STOP to opt out."

### Message Types and Frequency

Messages may include upcoming auction announcements, lot-specific reminders, bidding reminders, event schedule updates, and related auction communications. Message frequency varies based on auction activity. Message and data rates may apply.

### Opt-Out

Reply **STOP** to any message to unsubscribe. You may receive a final confirmation. After opting out, you will receive no further messages unless you re-subscribe.

### Help

Reply **HELP** for assistance, or contact us at (989) 386-1087 or through [clareautoauction.com](http://clareautoauction.com).

### Carriers and Compatibility

Participating U.S. carriers may include AT&T, T-Mobile®, Verizon Wireless, U.S. Cellular®, and others. T-Mobile is not responsible for delayed or undelivered messages.

### Your Responsibility

You agree to notify us promptly if your mobile number changes. You are responsible for any message and data charges assessed by your carrier.

### Information Collected Through SMS

Information collected through this SMS program may include your mobile number, carrier, the date, time, and content of messages, and any other information you provide. This information is used solely to deliver requested auction notifications.

### Mobile Data Privacy

**No mobile information will be shared with third parties or affiliates for their own marketing or promotional purposes. Text messaging opt-in data and consent will not be sold, rented, or shared with any third party.**

### Program Changes

Clare Auto Auctions LLC may modify, suspend, or discontinue this messaging program at any time with or without notice. Updates to these terms are effective upon posting to [clareautoauction.com](http://clareautoauction.com).