



Lake Country Sales and Rentals Privacy Policy & Terms of Service

1. Overview

Welcome to LakeCountrySalesAndRentals.com (“we,” “our,” or “the Company”). By accessing our website, contacting us, or using our services—including email and SMS/text communications—you agree to the terms outlined in this combined **Privacy Policy** and **Terms of Service**.

This document explains:

- How we collect, use, and protect your information
- Your rights regarding your data
- The rules and expectations for using our website and services

If you do not agree with these terms, please discontinue use of our website and communication channels.

PRIVACY POLICY

2. Information We Collect

We may collect the following types of information:

- **Contact Information** - name, email address, phone number, and mailing address.
 - **Communication Preferences** - your opt-in choices for email and SMS.
 - **Rental & Transaction Details** - equipment inquiries, reservations, service requests, and purchase history.
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3. How We Use Your Information

Your information may be used to:

- **Send Service Updates** - confirmations, reminders, and support messages.
- **Improve Our Services** - website performance, customer experience, and rental operations.
- **Respond to Inquiries** - customer service and support.

We do **not** sell your personal information.

4. Text Messaging (SMS) Policy

By providing your mobile number, you consent to receive SMS/text messages from Lake Country Sales and Rentals. These may include:

- Rental confirmations
- Pickup/drop-off reminders
- Customer support responses

Your Rights

- Reply **STOP** to opt out at any time.
- Reply **HELP** for assistance.
- Message and data rates may apply.

We comply with the **Telephone Consumer Protection Act (TCPA)** and all applicable SMS regulations.

5. Email Communications Policy

By providing your email address, you consent to receive:

- Order confirmations
- Service updates
- Customer support responses

Unsubscribing

You may unsubscribe from marketing emails at any time using the **Unsubscribe** link included in each message.

We comply with the **CAN-SPAM Act** and all applicable email regulations.

6. Data Storage & Security

We use reasonable administrative, technical, and physical safeguards to protect your information, including:

- Encrypted data transmission

- Secure servers
- Access-restricted systems

We do not store credit card information on our servers.

7. Sharing Your Information

We may share your information only with:

- **Service Providers** - email/SMS delivery platforms, payment processors, hosting providers.
- **Legal Authorities** - when required by law or legal process.

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

8. Your Privacy Rights

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

- Access your personal information
- Request corrections
- Request deletion
- Opt out of marketing communications
- Request a copy of your stored data

To exercise these rights, contact us at:

Lake Country Sales and Rentals

Email: info@lcsr-hayward.com

Phone: (715) 558-5510

9. Children's Privacy

Our services are not intended for individuals under 18. We do not knowingly collect information from children.

10. Updates to This Policy

We may update this Privacy Policy periodically. The “Last Updated” date will reflect the most recent changes. Continued use of our website or communication channels indicates acceptance of the updated policy.

TERMS OF SERVICE

11. Use of Our Website

By using LakeCountrySalesAndRentals.com, you agree to:

- Use the site only for lawful purposes
 - Not attempt to disrupt or compromise the website
 - Not misuse rental information or communication tools
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12. Rental Agreements

All rentals, purchases, and service requests made through our website or by contacting us are subject to:

- Availability
- Pricing at the time of booking
- Additional rental terms provided at the time of pickup or delivery

We reserve the right to refuse service at our discretion.

13. User Responsibilities

You agree to:

- Provide accurate information
- Maintain the confidentiality of your account details
- Use equipment responsibly and return it in agreed-upon condition

Damage, loss, or misuse may result in additional charges.

14. Limitation of Liability

Lake Country Sales and Rentals is not liable for:

- Damages arising from misuse of equipment
- Losses resulting from website downtime or errors
- Indirect, incidental, or consequential damages

Your use of our website and services is at your own risk.

15. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their content, policies, or practices.

16. Governing Law

These terms are governed by the laws of the State of Wisconsin.

Contact Us

If you have questions about this policy or your privacy rights, contact us at:

Lake Country Sales and Rentals

Website: LakeCountrySalesAndRentals.com

Email: info@lcsr-hayward.com

Phone: (715) 558-5510

Last Updated: 6/11/2026