



Public Data Retention Policy: Superior Livestock Auction LLC

Our Commitment to Your Privacy

At Superior Livestock Auction LLC, we respect your privacy and only retain your information for as long as necessary to facilitate our auctions, comply with legal obligations, and ensure the security of our platform. We adhere to privacy standards such as the [CCPA](#), as well as federal financial and anti-money laundering guidelines. We regularly review our data and delete information sooner whenever possible.

Data Retention Overview

The following table outlines what information we hold, the duration of retention, and the legal or operational necessity for doing so:

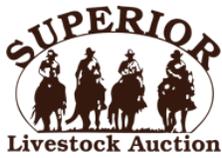
Type of Info	Examples	Retention Period	Why?
Personal Details	Name, email, physical address.	7 years after last account activity.	To manage your account, facilitate bidding, and provide customer support.
Bank and Payment Info	Bank details, bid history, and transaction receipts.	7 years after the date of transaction.	To comply with IRS requirements, audits, and Anti-Money Laundering (AML) regulations.
Site Usage Logs	Login history and application activity.	3 years.	To diagnose technical issues and maintain platform security.
Backups and Analytics	Emergency system copies and anonymized marketing stats.	3 months to 2 years.	For disaster recovery and site improvement.

Keeping Your Data Safe

We utilize industry-standard encryption and restrict internal access to sensitive data to only those team members who require it to perform their duties. **Superior Livestock Auction LLC does not sell your personal information to third parties.**

Your Right to Delete Data

You have the right to request the deletion of your personal information at any time, subject to certain legal and financial record-keeping requirements that we must maintain.



- **How to Request:** Email support@superiorlivestock.com with the subject line "Delete My Data" and include your account details.
- **Timeline:** We will acknowledge your request within **10 business days** and provide a full response or confirmation of deletion within **30 to 45 days**.
- **Verification:** For your security, we will verify your identity before processing any deletion or data access request.

Questions?

If you have questions regarding this policy or how your data is handled, please contact our support team.

Last Updated: March 2026.