

Privacy Policy

MidSouth Lumber & Supply | midsouthlumber.com

Last updated: October 26, 2026

MidSouth Lumber & Supply ("MidSouth," "we," "us," or "our") respects your privacy. This policy explains how we collect, use, and disclose information through midsouthlumber.com and when you contact us through the website.

1. Information we collect

Information you provide. Our contact form collects your name, email address, phone number, and any comments or messages you submit. We also receive information you choose to provide when you request a quote or contact us by email or phone. Please do not submit payment card details, Social Security numbers, or other sensitive information through the contact form.

Website activity and technical information. Our website and service providers may collect information such as your IP address, browser and device type, pages viewed, referring websites, visit times, and interactions with the website. Cookies and similar technologies may be used to support website features, measure usage, and help prevent abuse.

2. How we use information

We use information to respond to questions and quote requests; communicate about products, services, and projects; operate and improve our website; understand visitor activity; detect spam and security problems; maintain business records; and meet legal obligations. We do not sell, resell, rent, or lease your personal information.

3. Google Analytics and cookies

We use Google Analytics to understand how visitors find and use our website and to improve its content and performance. Google Analytics uses cookies and similar technologies to collect information about website activity, browser and device characteristics, and approximate location. Google processes this information to provide analytics reports to us.

You can manage or delete cookies through your browser settings. Blocking cookies may affect some website features. You can also use Google's Analytics opt-out browser add-on, available at tools.google.com/dlpage/gaoptout. The add-on limits Google Analytics measurement; it does not block every website technology.

Learn how Google uses information from sites that use its services at policies.google.com/technologies/partner-sites and review Google's Privacy Policy at policies.google.com/privacy.

4. Contact forms and other service providers

Our contact form is hosted by Wufoo. Information you submit is processed through Wufoo so we can receive and respond to your message. The form also uses Google reCAPTCHA Enterprise to help detect spam and abuse. reCAPTCHA may process technical and interaction information for security purposes. Google's Privacy Policy and Terms of Service apply to that service: policies.google.com/privacy and policies.google.com/terms.

We may provide information to vendors that help us with website hosting, maintenance, email delivery, form processing, analytics, and security, as needed to perform those services. This operational disclosure is separate from selling or reselling personal information. We may also disclose information when required by law or reasonably necessary to protect rights, safety, or security.

5. Retention and security

We retain information for as long as reasonably necessary to respond to inquiries, provide requested services, maintain appropriate business records, resolve disputes, and meet legal obligations. Analytics retention also depends on the settings used in our Google Analytics account.

We use reasonable safeguards to protect personal information. No internet transmission or electronic storage method is completely secure, and we cannot guarantee absolute security.

6. Your choices and privacy requests

You may choose not to submit information through our forms and may contact us by phone instead. You can ask to access, correct, or delete personal information you have provided by contacting us below. Depending on applicable law, you may have additional privacy rights. We will review requests under applicable law and may need to verify your identity. Some information may need to be retained for legitimate business or legal reasons.

7. Links, embedded content, and children

Our website may link to or embed services such as maps, social media, and other third-party websites. Those providers may collect information under their own privacy policies, which we encourage you to review. Our website is intended for a general audience and is not directed to children under 13. If you believe a child under 13 has provided personal information to us, please contact us so we can take appropriate steps.

8. Changes to this policy

We may update this policy as our website or practices change. The revised policy will be posted on our website with an updated date. We will provide additional notice or obtain consent when required by applicable law.

9. Contact us

MidSouth Lumber & Supply

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