

Privacy Policy

Last Updated: February 23, 2026

The Wallace Inn values your privacy. This Privacy Policy explains how we collect, use, and protect your information when you visit our website, make a reservation, or communicate with us.

Information We Collect

We may collect personal information such as your name, email address, phone number (including mobile number), mailing address, payment information, and reservation details. We may also collect basic technical information such as IP address, browser type, and website usage data.

How We Use Your Information

We use your information to:

- Process reservations and payments
- Communicate with you about your stay or inquiries
- Send booking confirmations and service-related messages
- Improve our website and guest services
- Comply with legal requirements

SMS and Mobile Messaging

If you provide your mobile number and opt in to receive SMS messages, we may send messages related to your reservation, stay, or customer service.

Mobile numbers and SMS opt-in data are not shared or sold for marketing or promotional purposes. Mobile information will not be shared with third parties for their marketing use.

You may opt out of SMS messages at any time by replying “STOP” or following the instructions in the message.

If you are experiencing issues with the messaging service, you may reply with the keyword “HELP” or request assistance directly by contacting the Wallace Inn at (208) 752-1252 or wallaceinn@thewallaceinn.com.

Carriers are not liable for delayed or undelivered messages.

As always, message and data rates may apply for any messages you send or receive. Message frequency may vary. If you have questions about your text or data plan, contact your wireless provider.

Sharing of Information

We do not sell personal information. We may share information only with trusted service providers who help us operate our business (such as payment processors or booking systems), or when required by law.

Cookies

Our website may use cookies to improve functionality and understand website traffic. You can control cookies through your browser settings.

Data Security

We take reasonable steps to protect your information using appropriate security measures.

Data Retention

We keep personal information only as long as necessary for business and legal purposes.

Your Choices

You may request access to, correction of, or deletion of your personal information by contacting us.

Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page.

Contact Us

If you have questions about this Privacy Policy, please contact us:

Wallace Inn
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P.O. Box 867
Wallace, Idaho 83873
wallaceinn@thewallaceinn.com
(208) 752-1252