

Privacy Policy

This Privacy Policy ("Policy") applies to RithumAutomationSales.com, and Rithum Automation Sales LLC ("Company") and governs data collection and use. For the purposes of this Policy, unless otherwise noted, all references to the Company include RithumAutomationSales.com. The Company website is a Ecommerce and information site. By using the Company website, you consent to the data practices described in this statement.

I. Collection of Your Personal Information

In order to better provide you with products and services offered, the Company may collect personally identifiable information, such as your:

- First and last name
- Mailing address
- Email address
- Phone number

If you purchase the Company's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services. These may include: (a) registering for an account; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We may also gather additional personal or non-personal information in the future.

II. Use of your Personal Information

The Company collects and uses your personal information in the following ways:

- to operate and deliver the services you have requested.
- to provide you with information, products, or services that you request from us.
- to provide you with notices about your account.
- to carry out the Company's obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- to notify you about changes to our RithumAutomationSales.com or any products or services we offer or provide through it.
- to maintain the security of the Company's services and prevent fraud or misuse.
- to comply with applicable laws, regulations, legal processes, or governmental requests.
- Purchase of commercial goods and services.
- in any other way we may describe when you provide the information.
- for any other purpose with your consent

The Company may also use your personally identifiable information to inform you of other products or services available from the Company and its affiliates.

III. Tracking Policy

Pursuant to 6 Del. C. § 1205C(b), the Company discloses how it responds to web browser "Do Not Track" ("DNT") signals and similar user preference mechanisms regarding the collection of personally identifiable information about users' online activities over time and across third-party websites or services. At this time, the Company does not respond to DNT signals or similar mechanisms.

The Company also collects personally identifiable information about users' online activities and may use the following types of tracking technologies:

- Analytics tracking
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These technologies may be used to analyze usage, improve services, deliver personalized content, and support advertising or analytics functions.

All tracking practices, including third-party collection, are conducted in compliance with Delaware privacy laws and accurately reflect the Company's data collection activities.

IV. Sharing Information with Third Parties

The Company does not sell, rent, or lease its customer lists to third parties.

The Company does not sell biometric data to third parties.

The Company may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to the Company, and they are required to maintain the confidentiality of your information.

The Company may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the Company or the site; (b) protect and defend the rights or property of the Company; and/or (c) act under exigent circumstances to protect the personal safety of users of the Company, or the public.

V. Opt-Out of of Personal Information to Third Parties

In connection with any personal information we may to a third party for a business purpose, you have the right to know:

You have the right under the California Consumer Privacy Act of 2018 (CCPA) and certain other privacy and data protection laws, as applicable, to opt out of the _____ of your personal information. If you exercise your right to opt out of the sale or disclosure of your personal information, we will refrain from selling or disclosing your personal information, unless you subsequently provide express authorization for the sale or disclosure of your personal information. To opt out of the sale or disclosure of your personal information, visit this web page _____.

VI. Automatically Collected Information

The Company may automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, access times, and referring website addresses. This information is used for the operation of the service, to maintain the quality of the service, and to

provide general statistics regarding the use of the Company website.

VII. Use of Cookies

The Company website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize the Company pages, or register with the Company site or services, a cookie helps the Company to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Company website, the information you previously provided can be retrieved, so you can easily use the Company features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Company services or websites you visit.

VIII. Security of Your Personal Information

The Company secures your personal information from unauthorized access, use, or disclosure. The Company uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100 percent secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet that are beyond our control; and (b) the security, integrity, and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed.

IX. Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, and provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;

- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise, use your personal information internally in a lawful manner that is compatible with the context in which you provided the information.

X. Data Security and Breach Notification

The Company maintains reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, acquisition, disclosure, or use. In the event of a security incident involving personal information, the Company will promptly investigate the incident and provide notice to affected individuals and, where required, to applicable regulatory authorities in accordance with applicable law.

The Company will provide any required notice in the manner and within the timeframes prescribed by applicable law.

XI. Children Under 13

The Company does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of 13, you must ask your parent or guardian for permission to use this platform.

XII. Email Communications

From time to time, the Company may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from the Company, you may opt out of such communications by selecting unsubscribe.

XIII. Changes to This Statement

The Company reserves the right to change this Policy from time to time. For example, when there are changes in our services, changes in our data protection practices, or changes in the law. When changes to this Policy are significant, we will inform you. You may receive a notice by sending an email to the primary email address specified in your account, by placing a prominent notice on our website, and/or by updating any privacy information. Your continued use of the website and/or services available after such modifications will constitute your: (a) acknowledgment of the modification of this Policy; and (b) agreement to abide and be bound by this modified Policy.

XIV. Contact Information

The Company welcomes your questions or comments regarding this Statement of Privacy. If you believe that the Company has not adhered to this Statement, please contact the Company at:

Rithum Automation Sales LLC

1120 Industrial Drive
Middletown, Delaware 19709-2239

Email Address:
sales@rithumautomation.com

Phone number:
3023534450

Effective as of January 1, 2026