

Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to the www.RithumAutomation.com and Rithum Automation LLC (Rithum) and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Rithum Automation LLC include www.RithumAutomation.com and Rithum. The Rithum website is an e-commerce site. By using the Rithum website, you consent to the data practices described in this statement.

Collection of your Personal Information

Rithum may collect personally identifiable information, such as your name. If you purchase Rithum's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. We may gather additional personal or non-personal information in the future. Information about your computer hardware and software may be automatically collected by Rithum. 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 quality of the service, and to provide general statistics regarding use of the Rithum website. Rithum encourages you to review the privacy statements of websites you choose to link to from Rithum so that you can understand how those websites collect, use and share your information. Rithum is not responsible for the privacy statements or other content on websites outside of the Rithum website.

Use of your Personal Information

Rithum collects and uses your personal information to operate its website(s) and deliver the services you have requested. Rithum may also use your personally identifiable information to inform you of other products or services available from Rithum and its affiliates. Rithum may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered. Rithum does not sell, rent or lease its customer lists to third parties. Rithum 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 Rithum, and they are required to maintain the confidentiality of your information. Rithum will disclose your personal information, without notice, only 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 Rithum or the site; (b) protect and defend the rights or property of Rithum; and, (c) act under exigent circumstances to protect the personal safety of users of Rithum, or the public.

Security of your Personal Information

Verisign

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. Verisign is an independent, third-party company engaged in the development of digital trust. Verisign provides authentication of Internet services, digital identity and intellectual property. By clicking on the Verisign logo, the Verisign website will serve up a web page that confirms that Rithum is "Verisign Authenticated."

Children Under Thirteen

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

Opt-Out & Unsubscribe

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information.

Users may opt-out of receiving any or all communications from Rithum by contacting us here:

- Web page: *www.rithumautomation.com*
- Email Address: *info@rithumautomation.com*
- Telephone number: *302-353-4450*

Changes to this Statement

Rithum will occasionally update this Statement of Privacy to reflect company and customer feedback. Rithum encourages you to periodically review this Statement to be informed of how Rithum is protecting your information.

Contact Information

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

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Effective as of August 01, 2012
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