

RITTER COMMUNICATIONS WEBSITE PRIVACY POLICY

Ritter Communications is committed to protecting your privacy and developing technology that gives you a safe online experience. This Privacy Policy describes how we collect, use and disclose your personal information obtained through our website. By using our website or otherwise interacting with us, you consent to the data practices described in this Privacy Policy.

Collection of Your Personal Information. In connection with visiting a Ritter website, and depending on the services you access through the website, Ritter may collect and maintain certain personally identifiable information. This information may include personal information (e.g., name, address, email addresses, telephone number, social security number, date of birth, driver's license number, and certain payment information), technical information (e.g., device identifier, IP address, browser type, operating system) and usage information (e.g., user IDs, marketing information, demographic information, passwords, customer complaints, and other information you may enter into the site). We do not store emails sent and received other than as required to provide customer service or as specifically directed by your individual email settings.

Google Analytics. We use a tool called "Google Analytics," a web analytics service provided by Google Inc. ("Google"), to collect information about the use of our website, and to promote our products and services. Google Analytics uses "cookies," which are codes stored on your computer that record your use of our website, and allow our website to recognize your browser when you visit it again. The information collected by Google Analytics includes, but is not limited to, how often users visit our site, what pages they visit, and what other sites they may have visited prior to coming to this site. Your name and other identifying information is not collected, and we do not combine the information collected through the use of Google Analytics with personally identifiable information.

Cookies. Our website uses "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. You can control what cookies are accepted by your computer through the settings on your web browser or by deleting them from your files. However, doing so may limit the personalization available to you.

Use and Disclosure of Your Personal Information. Ritter collects and uses your personal information to operate our website and deliver the service(s) you have requested. We also collect your personally identifiable information to inform you of other products or services available from us. In addition, we may share data with third parties to help us perform services such as statistical analysis, send you email or postal mail or provide customer support. All such third parties are prohibited from using your personal information except to provide these services to us, and they are required to maintain the confidentiality of your information.

Ritter may disclose this information to third parties when required by law, if necessary to respond to your inquiry or other service request or as needed to provide our services to you and to manage your account. We will not otherwise use this information without notifying you and receiving any required written or electronic consent.

Security of Your Personal Information. We use TLS 1.2 encryption technology when collecting certain personal information through our websites. While we attempt to ensure the integrity and security of our network and computer systems, we cannot guarantee that our security measures will prevent unauthorized access.

Your Privacy Rights. Although Ritter provides service primarily in the states of Arkansas, Tennessee, Missouri and Texas, residents of certain states and other jurisdictions have the right to make requests to know what information we have collected and request deletion of that information. Residents of California also have the right to request information once a calendar year regarding whether and to whom we have shared your personally identifiable information for a third party's direct marketing purposes. If you wish to make any requests, please contact us at

customerservice@rittercommunications.com by email or mail to:

Ritter Communications
Attn: Customer Service
2400 Ritter Drive
Jonesboro, AR 72401

Changes to this Privacy Policy. Ritter reserves the right to update this Privacy Policy at any time. We encourage you to periodically review this Privacy Policy to be informed of how we protect your information.

Contact Information. If you have any questions, or believe we have not adhered to this Privacy Policy, please contact us at

customerservice@rittercommunications.com by email or mail to:

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Attn: Customer Service
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Jonesboro, AR 72401