

# Privacy Policy

**Effective Date** : June 30, 2025

Welcome to **Richuel** ("we," "us," "our"). We value your privacy and are committed to protecting your Personal Information when you visit our websites: <https://richuel.com> and related extensions (collectively, the "Sites"). This Privacy Policy explains how we collect, use, and share your Personal Information and your rights regarding the information we collect.

By accessing or using our Sites, you agree to this Privacy Policy. If you do not agree with any part of this policy, please discontinue your use of the Sites.

## 1. Information We Collect

When you interact with our Sites, we may collect the following information:

### 1.1. Personal Information

You may use and access the Site without providing us with any Personal Information. However, we may invite you to voluntarily submit certain Personal Information, such as your name, physical address, email address, and phone number.

### 1.2. Non-Personal Information

We may also collect non-Personal Information that does not directly identify you, including:

- Browser type
- Operating system
- Device type
- IP address
- Pages viewed and time spent on the Sites
- Referring website

### 1.3. Cookies and Similar Technologies

We use cookies and other tracking technologies to collect information about your usage of our Sites. Cookies are small data files that are placed on your device, enabling us to track your interaction with the Sites. You can manage your cookie settings through your browser.

## 2. How We Use Your Information

We use the collected information for various purposes, including:

- **Providing Services:** To deliver the reports, services or products you request for the purposes explicitly described to you at the time you provided us with the information.
- **Communication:** To respond to your inquiries or send you updates, newsletters, and other communications that may be of interest to you, including via email, phone and text.
- **Personalization:** To improve and personalize your experience on our Sites by displaying content relevant to your interests.

- **Analytics:** For internal business analytics, such as understanding the demographics of visitors to our Site or analyzing traffic patterns to improve the functionality and performance of our Sites.
- **Aggregate Information:** To create Aggregate Information in order to develop statistics and analytics about our Sites, that, after being aggregated and anonymized, can no longer be used to identify you. Though Aggregate Information may be derived from Personal Information, it is not Personal Information because it cannot be used to identify you or any natural person.
- **Legal Purposes:** To comply with legal obligations, protect our legal rights, and prevent misuse of our Sites.

### 3. Sharing of Your Information

We do not sell your Personal Information to third parties. Mobile opt-in data will not be shared with third parties. However, we may share your information under the below circumstances.

#### 3.1. Service Providers

We may share your Personal Information with third-party service providers who help us operate our Sites, such as payment processors and web hosting services. These service providers are required to protect your Personal Information and only use it as instructed by us.

#### 3.2. Legal Compliance

We may disclose your information if required to do so by law or in good faith belief that such action is necessary to:

- Comply with legal obligations.
- Protect and defend our rights and property.
- Prevent fraud or misuse of our services.

#### 3.3. Business Transfers

In the event of a merger, acquisition, or sale of our business or assets, your information may be transferred to the acquiring entity as part of the transaction.

**4. Data Security** We use industry-standard technical and organizational safeguards to protect the information we collect through the Sites. However, no method of transmission over the Internet is 100% secure. We cannot guarantee the absolute security of our Sites or systems. If we learn of any incident that may compromise the privacy or security of information we collect, we may notify you or others (including law enforcement or governmental authorities) consistent with applicable law. If you provided us with your email address and / or phone number, you agree that we may communicate with you electronically regarding the privacy and security of information we collect. Our Sites do not have the capability of responding to “Do Not Track” signals received from web browsers or devices.

### 5. Your Rights and Choices

You have the following rights regarding your Personal Information:

### **5.1. Access and Correction**

You may request access to the Personal Information we hold about you, or request that we correct or update inaccurate or incomplete information.

### **5.2. Opting Out of Communications**

You can opt out of receiving marketing communications from us by following the unsubscribe link in emails or texts or contacting us directly.

### **5.3. Managing Cookies**

You can manage your cookie preferences through your browser settings. Please note that disabling cookies may affect the functionality of our Sites.

### **6. Third-Party Links**

This Privacy Policy does not apply to third party services, websites, or applications that we may link to through the Site. When you use one of these links to leave our Site, we encourage you to review the privacy policies that apply to the services, websites, or applications you choose to access. We encourage you to review the privacy policies of any third-party websites you visit.

### **7. Children's Privacy**

Our Sites are not intended for children under the age of 13. We do not knowingly collect Personal Information from children. If you believe we have inadvertently collected such information, please contact us, and we will take steps to delete it.

### **8. Visitors Outside of the United States**

We are a corporation established in the United States. By providing Personal Information to us, you acknowledge and agree that your Personal Information may be transferred to and stored on servers in the United States, which may be located outside of the country or other governmental jurisdiction in which you reside.

### **9. Changes to this Privacy Policy**

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

### **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or your Personal Information, please contact us at: [team@richuel.com](mailto:team@richuel.com) or 855-RICHUEL.