

Root Cause Privacy Policy

Effective Date: December 8, 2024

Root Cause (“we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at <https://www.rootcauseag.com> (the “Site”). Please read this Privacy Policy carefully. By using our Site, you consent to the practices described in this policy.

Information We Collect

We may collect the following types of information when you visit our Site:

Personal Information

Personal information refers to data that can identify you as an individual. This may include, but is not limited to:

- Name
- Email address
- Phone number
- Billing and shipping address
- Payment information (when making purchases)

Non-Personal Information

Non-personal information is data that does not identify you individually, such as:

- Browser type and version
- Device information (e.g., mobile or desktop)
- IP address
- Pages visited on the Site
- Time spent on the Site

We may collect this information through cookies, web beacons, or other tracking technologies.

How We Use Your Information

We use the information we collect for various purposes, including but not limited to:

- Processing orders and transactions

- Responding to customer service requests
 - Improving the functionality and content of our Site
 - Sending marketing and promotional materials (with your consent)
 - Analyzing trends and user behavior on the Site
 - Complying with legal obligations and resolving disputes
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Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following situations:

- **Service Providers:** We may share information with trusted third-party companies who assist us in operating our business, such as payment processors, hosting providers, or email service providers. These third parties are contractually obligated to protect your information and use it only for the purposes for which it was shared.
 - **Legal Requirements:** We may disclose your information to comply with legal obligations, respond to lawful requests by public authorities, or protect our rights, property, or safety, and that of our customers or others.
 - **Business Transfers:** If we are involved in a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction. We will notify you via email or a prominent notice on our Site if a change in ownership or uses of your personal information occurs.
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Cookies and Tracking Technologies

We use cookies and similar tracking technologies (e.g., web beacons, pixels) to enhance your experience while using our Site. Cookies are small data files stored on your device that allow us to recognize you and remember your preferences. You can control cookie settings through your browser, but disabling cookies may affect your ability to use certain features of the Site.

Cookies may be used for:

- Analyzing traffic and usage patterns on our Site.
- Personalizing content and advertisements.
- Improving user experience.

For more information on how we use cookies, please visit our [Cookie Policy](#) (if applicable).

Data Security

We implement appropriate technical and organizational measures to safeguard your personal information from unauthorized access, disclosure, alteration, or destruction. While we strive to protect your information, no method of transmission over the internet or method of electronic storage is completely secure. Therefore, we cannot guarantee absolute security.

Your Data Rights

You have the following rights concerning your personal data:

- **Access:** You may request a copy of the personal data we hold about you.
- **Correction:** You may request corrections to any inaccurate or incomplete information.
- **Deletion:** You may request the deletion of your personal information, subject to certain exceptions (such as if we need to retain it for legal reasons).
- **Opt-Out of Marketing Communications:** You can opt out of receiving marketing communications from us by following the unsubscribe instructions in the emails we send or by contacting us directly.
- **Withdraw Consent:** If we process your data based on consent, you may withdraw that consent at any time.

To exercise these rights, please contact us at ask@rootcauseag.com.

Third-Party Links

Our Site may contain links to third-party websites. These third-party sites have their own privacy policies, and we are not responsible for their content, privacy practices, or activities. We encourage you to review the privacy policies of any third-party websites you visit.

Children's Privacy

Our Site is not intended for children under the age of 13. We do not knowingly collect or solicit personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete such information. If you believe that we have inadvertently collected such data, please contact us at ask@rootcauseag.com.

International Data Transfers

If you are accessing our Site from outside the United States, please be aware that your information may be transferred to and stored in the United States. By using our Site, you consent to the transfer of your personal data to the United States, where privacy laws may differ from those in your country.

Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted on this page, and the effective date will be updated accordingly. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

Contact Us

If you have any questions or concerns about these Terms, please contact us at:

Email: ask@rootcauseag.com

Mailing Address: 260 Alamo Hwy Trenton, TN 38382

Phone: (731) 855-1911