

Privacy Policy

Effective Date: January 1, 2026

Protecting your private information is a priority for Rio Buffalo Outfitter (“Rio Buffalo,” “we,” “us,” or “our”). This Privacy Policy applies to www.riobuffalo.com and governs data collection and usage.

For the purposes of this Privacy Policy, all references to Rio Buffalo Outfitter include www.riobuffalo.com and **Rio Buffalo**. The Rio Buffalo website is an authorized outfitter providing boat rentals, transportation, and guide services within the Buffalo National River.

By using this website, you consent to the data practices described in this Privacy Policy.

Collection of Personal Information

In order to provide you with products and services, Rio Buffalo may collect personally identifiable information, including but not limited to:

- First and last name
- Mailing address
- Email address
- Phone number
- Payment and billing information (including credit card details)

Payment information is used solely to process transactions and is handled securely through third-party payment processors. Rio Buffalo does not store full credit card numbers.

We collect personal information only when you voluntarily provide it. You may be required to provide personal information when you:

- Make a reservation or purchase services
- Register for an account
- Enter a contest or promotion
- Sign up for email communications
- Contact us via email or online forms

We may also collect non-personal information automatically, as described below.

Use of Personal Information

Rio Buffalo uses your personal information to:

- Operate and maintain our website
- Provide requested services and reservations
- Process payments
- Communicate with you regarding bookings, confirmations, or customer service
- Send promotional or informational communications (you may opt out at any time)

We do **not** sell, rent, or lease customer information to third parties.

Sharing Information with Third Parties

Rio Buffalo may share your information with trusted third-party service providers who assist with:

- Payment processing
- Email delivery
- Customer support
- Website analytics

These third parties are permitted to use personal information only as necessary to provide services to Rio Buffalo and are required to maintain confidentiality.

We may also disclose personal information if required by law or if we believe disclosure is necessary to:

- Comply with legal obligations
- Protect and defend the rights or property of Rio Buffalo
- Protect the safety of users or the public

Automatically Collected Information

Information about your device and browsing activity may be collected automatically, including:

- IP address
- Browser type
- Device type
- Access times
- Referring website addresses

This information is used for website functionality, analytics, and improving user experience.

Cookies and Tracking Technologies

Rio Buffalo may use cookies or similar technologies to enhance your browsing experience, analyze site traffic, and improve our services. You may choose to disable cookies through your browser settings, though some site features may not function properly.

Data Security and Retention

We take reasonable administrative, technical, and physical measures to protect your personal information. Personal data is retained only as long as necessary to fulfill business, legal, or regulatory obligations.

Your Privacy Rights

Depending on your location, you may have rights regarding your personal information, including the right to:

- Access the personal data we hold about you
- Request corrections or updates
- Request deletion of your data
- Opt out of marketing communications

To exercise these rights, please contact us using the information below.

Links to Other Websites

Our website may contain links to third-party websites. We are not responsible for the content or privacy practices of those sites and encourage you to review their privacy policies.

Children Under Thirteen

Rio Buffalo does not knowingly collect personal information from children under the age of 13. If you are under 13, please obtain permission from a parent or guardian before using this website.

Email Communications

From time to time, Rio Buffalo may send emails related to reservations, announcements, promotions, surveys, or updates. You may opt out of marketing emails at any time by clicking the **unsubscribe** link included in each message.

Changes to This Privacy Policy

Rio Buffalo reserves the right to update this Privacy Policy at any time. Updates will be posted on this page, and significant changes may be communicated via email or website notice. Continued use of the site constitutes acceptance of the updated policy.

Contact Information

If you have questions or concerns regarding this Privacy Policy, please contact us:

Rio Buffalo Outfitter

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Jasper, AR 72641

 reservations@riobuffalo.com

 (870) 204-1566