

Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to www.riobuffalo.com and Rio Buffalo Outfitter and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Rio Buffalo Outfitter include www.riobuffalo.com and Rio Buffalo. The Rio Buffalo website is an authorized outfitter to provide boat rentals, transportation and guide services within the Buffalo National River site. By using the Rio Buffalo website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered on our Site, Rio Buffalo may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number If you purchase Rio Buffalo's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Use of your Personal Information

Rio Buffalo collects and uses your personal information to operate its website(s) and deliver the services you have requested. Rio Buffalo may also use your personally identifiable information to inform you of other products or services available from Rio Buffalo and its affiliates. **Sharing Information with Third Parties** Rio Buffalo does not sell, rent or lease its customer lists to third parties. Rio Buffalo 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 Rio Buffalo, and they are required to maintain the confidentiality of your information.

Rio Buffalo may disclose your personal information, without notice, 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 Rio Buffalo or the site; (b) protect and defend the rights or property of Rio Buffalo; and/or (c) act under exigent circumstances to protect the personal safety of users of Rio Buffalo, or the public.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by Rio Buffalo. 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 Rio Buffalo website.

Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Children Under Thirteen

Rio Buffalo 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.

E-mail Communications

From time to time, Rio Buffalo may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from Rio Buffalo, you may opt out of such communications by clicking unsubscribe at bottom of email.

Changes to this Statement

Rio Buffalo reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

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

Rio Buffalo Outfitter: PO Box 282, Jasper, AR 72641

Email Address: reservations@riobuffalo.com

Telephone number: (870) 204-1566

Effective as of January 01, 2020