REA Analytics Privacy Policy
Last Updated: October 23, 2025

REA Business Analytics ("we," "our," or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard the information you provide when you visit our website, engage with our services, or communicate with us.

1. Information We Collect
We may collect the following types of information:
a. Personal Information
Information you voluntarily provide when you contact us, request information, or use our services, such as:
- Name
- Email address
- Phone number
- Company name
- Job title

b. Non-Personal Information
Information automatically collected when you visit our website, including:
- Browser type and device information
- IP address
- Pages visited and time spent on our site
- Referring website or link

We may collect this data through cookies, analytics tools, and similar technologies to understand usage trends and improve your experience.

2. How We Use Your Information
We use collected information to:

- Respond to inquiries and provide requested services
- Improve our website, content, and user experience
- Communicate updates, offers, or newsletters (if you opt in)
- Analyze trends and site performance through analytics tools
- Maintain the security and integrity of our systems

3. How We Share Information
We do not sell or rent your personal information.
We may share limited information with:
- Service providers who assist with website hosting, analytics, or communications
- Legal authorities, if required by law or to protect our rights
- Business partners, only when relevant to a joint project or engagement and with your consent.

All third-party partners are required to handle your data securely and in compliance with applicable privacy laws.

4. Cookies and Analytics
We use cookies and similar technologies to enhance site functionality and understand visitor behavior. You can choose to disable cookies through your browser settings, though some parts of our website may not function properly if you do.
We may also use third-party analytics tools, such as Google Analytics, to gather aggregated, anonymized data about site usage patterns.

5. Data Retention
We retain personal information only as long as necessary to fulfill the purposes outlined in this
policy, comply with legal obligations, or maintain business records.

6. Your Rights
Depending on your location, you may have rights to:
- Access, correct, or delete your personal data
- Withdraw consent for marketing communications
- Request a copy of data we hold about you

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

7. Data Security
We use appropriate administrative, technical, and physical safeguards to protect your data from unauthorized access, loss, or misuse. However, no online transmission is 100% secure, and we cannot guarantee absolute protection.

8. Links to Other Websites
Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. Please review their privacy policies before providing any information.

9. Changes to This Policy
We may update this Privacy Policy from time to time to reflect new practices or regulatory requirements. Any changes will be posted on this page with an updated "Last Updated" date.

10. Contact Us
If you have questions about this Privacy Policy or our data practices, please contact:
REA Business Analytics
Email: rea@reaanalytics.com
Website: https://reaanalytics.com
Address: Grand Rapids, MI