



Privacy Policy

Subject: Privacy Policy General Data Protection Regulation (GDPR)

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At RF-Lambda looking after the personal data you share with us is extremely important. We want you to be confident that your data is safe and secure with us and understand how we use it to offer you a better, more personalized experience.

The data controller is RF-Lambda (referred to in this policy as “RF-Lambda,” “we” or “us”). RF-Lambda is committed to doing the right thing when it comes to how we collect, use and protect information that identifies or is associated with you as a person (“personal data”). This is why we have developed this privacy and cookie policy (“policy”), which:

- Outlines the types of personal data that we collect;
- Explains how and why we collect and use your personal data;
- Explains why and when we will share personal data within RF-Lambda and with other organizations (suppliers and manufacturers); and
- Explains the rights and choices you have when it comes to your personal data.

We offer a wide range of products and services, so we want to clearly explain what this policy covers. This policy applies to our websites, including www.rflambda.com, and our mobile apps for iOS or Android mobile devices (collectively, our “services”). Using our services means: This policy also applies when you shop with us over the phone, and if you contact us, or any time we contact you about our services.

This section describes the personal data we may collect from you when you use our services, and what other personal data we may receive from other sources.

Data you provide to us directly.

When you register on our site and for our services or purchase products, you provide us with the following:

- Your name, profile information, shipping address and billing addresses, payment information, email address, phone numbers, and business name (where applicable).
- When you create an account, you are prompted to create a username and a password. RF-Lambda maintains your username and password (in an encrypted format) inside our secure environment and only uses your information to welcome you back and to personalize your experience.
- The shipping and billing addresses you provided for convenience during future purchases.
- The products and other information in your cart, project, BOM, or contained in your order history.

When you contact us, any time RF-Lambda contacts you, or whenever you take part in any promotions, competitions, surveys or questionnaires from RF-Lambda, or whenever you post or speak with us through social media, we may collect the following information:

- Personal data you provide anytime you contact us (for example: your name and contact details, including phone and email);

- Details of the emails and other digital communications, including any links in them that you access, and whether you have opened the communications;
- Email headers, source IP Information, sending email server hostnames and ISP information;
- Your feedback and contributions to customer surveys and questionnaires.

You are free to choose which information you want to provide to us, or whether you want to provide us with information at all. However, some information, such as your name, address, and payment information, is necessary to process your transaction. By not providing this information, you will not be able to use our website, order products, or use some of our services.

When purchasing RF-Lambda products, you should know:

- RF-Lambda does not keep credit card numbers. Your credit card information is tokenized the first time it is processed. Should you elect to save a credit card to your account for future use, only the encrypted token is stored and used to charge your credit card account;
- RF-Lambda deploys technologies that detect and remove Credit Card information sent through unapproved channels via email or fax; and
- RF-Lambda integrates with regional payment processors globally. Third-party payment processors (WeChat, Alipay, PayPal, etc.) process payment data through their sites and not through RF-Lambda 's website.

Cookies and other tracking technology

RF-Lambda and our third-party partners automatically collect certain types of usage information when you use our services, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including cookies, web beacons, embedded scripts, location-identifying technologies, file information, and similar technology (collectively, “tracking technologies”).

RF-Lambda collects information about your device and its software, such as your IP address, browser type, Internet service provider, platform type, device type, operating system, date and time stamp (a unique ID that allows us to identify your browser, mobile device, or your account). We also collect information about the way you use our website. When you access our website from a mobile device, we may collect unique identification numbers associated with your device or our mobile application.

We may collect analytical data or use third-party analytics tools to help us measure traffic and usage trends to understand the demographics of our users. We may employ technologies, including the application of statistical modeling tools, which permit us to recognize and contact you across multiple devices. For more information see our policy on: “Third-party tracking and online advertising”.

We may use the data collected while using our website to:

- Remember information so that you will not have to re-enter it during your visit or future visits to the site;
- Provide personalized content and information, including targeted content and advertising;
- Recognize you across multiple devices;
- Provide and monitor the effectiveness of our services;
- Monitor and aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns;
- Diagnose or fix technology problems; and
- Plan for and enhance our services.

If you would prefer not to accept cookies, most browsers will allow you to:

- Change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it;
- Disable existing cookies; or
- Set your browser to automatically reject cookies.

- ****Please note that doing so may negatively impact your experience using the services, as some features and services on our website may not work properly. Depending on your mobile device and operating system, you may not be able to delete or block all cookies. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether or not you have accessed our email and performed certain functions with it.**

We may share your personal data in the instances described below:

1. RF-Lambda is the sole controller of your data. RF-Lambda only shares your data with designated processors performing a service specific to your and RF-Lambda 's joint interest. You can opt-out of RF-Lambda communications at any time.
2. Third-party vendors and other service providers that perform services on our behalf, as needed to carry out their work for us, which may include identifying and serving targeted advertisements, providing mailing services, providing tax and accounting services, contest fulfillment, web hosting, or providing analytic services.
3. We may share personal data with law enforcement, regulators and other parties for legal reasons, such as in cases where required by law or subpoena. RF-Lambda may reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our legal claims, protect the security or integrity of our services; and/or (c) to exercise or protect the rights, property, or personal safety of personnel, our visitors, or others.
4. Other parties in connection with the (actual or potential) sale, purchase, acquisition, merger, reorganization, bankruptcy, liquidation, dissolution, or similar transaction or proceeding on behalf of involving RF-Lambda. In addition, supporting RF-Lambda with addressing or resolving technical issues.
5. When required, we disclose sales data on businesses and organizations to our suppliers and manufacturers for product demand, product purchase trends, and payment of commission to the supplier/manufacturer's employees. This may include information disclosed to suppliers/manufacturers in support of product warranty, safety notifications and/or product support. Sales data is not provided on purchases identified as being from an individual consumer (non-business).
6. Where it is permitted, some orders from businesses/organizations may be selected for follow-up by the supplier, manufacturer, their representative, a RF-Lambda Subsidiary. Orders identified as being from individual consumers (non-business) are not included. If the order from a business/organization is selected for follow-up, the contact information of the buyer of that order may be included so that further assistance can be provided on the project.

Your Rights

Personal Data privacy rights for EEA Residents (as defined by GDPR - General Data Protection Regulation 2016)

Right of access

Manual right of access request

If you would like a copy of the personal data, we hold about you, and you do not have an email address, please write to:

RF-Lambda
RF-Lambda USA
4300 Marsh Ridge Rd, STE 110,
Carrollton, TX 75010 USA

United States of America
support@rflambda.com

You will receive an email containing a link to our verification of identity form. Please fill out the provided form and submit.

RF-Lambda will research your request and after verifying your identity, we will send you the following:

1. A list of the personal information we have on you.
2. A list of all of your transactions stored in our systems.

We want to make sure that the personal data we hold about you is accurate and up to date. If any of the details are incorrect, please [let us know](#) and we will update them as necessary.

Right to erasure

You have the right to erasure and request the erasure of the personal data RF-Lambda holds.

Before you request to be erased, please consider updating your communication preferences by accessing our [subscription preference page](#).

Manual right to be erased

If you would like to request to be erased and you do not have an email address, please write to:

RF-Lambda

RF-Lambda USA

4300 Marsh Ridge Rd, STE 110,

Carrollton, TX 75010 USA

United States of America

You can also email us at Support@rflambda.com.

You will receive an email containing a link to our verification of identity form. Please fill out the provided form and submit.

RF-Lambda will perform the following process.

1. RF-Lambda will erase your account (your personal data).
2. RF-Lambda will remove your data from our marketing database.
3. RF-Lambda deletes information on transactional records only after statutory retention requirements have been met (a transactional record is the record of a purchase, invoice, refund, return, credit, or payment).
4. RF-Lambda will keep a record of your "request to be erased" and a log of when your data was erased from our systems.
5. RF-Lambda will provide you with a verification email that personal data has been erased from our systems.

Other Rights

- **A Right to rectification.** The right to obtain rectification of your personal information without undue delay where that personal information is inaccurate or incomplete;
- **A Right to restriction.** The right to obtain restriction of the processing undertaken by us on your personal information in certain circumstances, such as, where the accuracy of the personal information is contested by you, for a period of time enabling us to verify the accuracy of that personal information;
- **A Right to portability.** The right to portability allows you to move, copy or transfer personal information easily from one organization to another; and
- **A Right to object.** You have a right to object to any processing based on our legitimate interests where there are grounds relating to your particular situation. You can object to marketing activities for any reason.

In addition to EEA resident data security rights, you also have the right to lodge a complaint with your local data protection authority. Further information about how to contact your local data protection authority is available at http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you wish to exercise any other of your rights, please write to us at:

RF-Lambda Data Protection Office

RF-Lambda

4300 Marsh Ridge Rd, STE 110,

Carrollton, TX 75010 USA

United States of America

You can also email us at support@rflambda.com

Marketing and Market Research

RF-Lambda will send you relevant news, offers, and surveys about our products and services in a number of ways including by email, but only if you have previously agreed to receive these marketing communications. Your email preferences can be [managed on our websites](#) or through RF-Lambda 's customer service.

We also like to hear your views to help us to improve our services, so we may contact you for market research purposes. You always have the choice, whether or not, to take part in our market research.

We want you to understand your rights and choices regarding how we may use your personal information. Depending on how you choose to manage your information, these rights and choices may include the following:

- **Profile and Data Sharing Settings:** You may update your username and password, and may change some of your [data sharing preferences](#);
- **How to control your communications preferences:** You can stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in our communications. We make every effort to promptly process all unsubscribe requests; and

- **Modifying or deleting your information:** If you have any questions about reviewing, modifying, or deleting your information, you can contact us directly at Support@rflambda.com.

Retention and Protection of your Data

- We care about the security of your information and employ physical, administrative, and technological safeguards designed to preserve the integrity and security of information collected through transactions on our website, and customer service. We have in place secure servers, firewalls, and encryption to safeguard all our information.
- We will store personal information for as long as necessary to fulfill the business purposes fully outlined in this policy, in accordance with our legal obligations and the performance of contracts. In general, transactional records are deleted after statutory retention requirements have been met (a transactional record is the record of a purchase, invoice, refund, return, credit or payment).

International Transfer of Data

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- As we are in the United States of America (USA), any information you provide will be processed and stored in the USA. RF-Lambda ensures appropriate (adequate) safeguards for all customer data based on internationally recognized data protection standards.
- If you wish to inquire further about the safeguards we use, please contact us using the details set out at the end of this policy.

Third Party Tracking and Online Advertising

Interest-Based Advertising. We participate in interest-based advertising and use third-party advertising companies to serve you targeted advertisements based on your browsing history. Typically, though not always, the information we share is provided through cookies or similar tracking technologies. Cookies and tracking technologies are able to recognize the device you are using and collect information, including click stream information, browser type, time and date you visited the site, and other information. Our third-party partners use this information to make the advertisements you see online more relevant to your interests, as well as provide advertising-related services such as reporting, attribution, analytics, and market research.

Social Media Widgets and Advertising. Our website may include social media features, such as the Facebook “Like” button, Google Plus, LinkedIn, Snapchat, Instagram, Twitter, or other widgets. These social media companies may recognize you and collect information about your visit to our site, and they may set a cookie or employ other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies.

We display targeted advertising to you through social media platforms, such as Facebook, Twitter, Google+, and others. These companies have interest-based advertising programs that allow us to direct advertisements to users who have shown interest in our services while those users are on the social media platform or to groups of other users who share similar traits. These advertisements are governed by the privacy policies of those social media companies that provide them.

Cross-Device Linking. We, or our third-party partners, may link your various devices so that content you see on one device can result in relevant advertising on another device. We do this by collecting information about each device you use when you log into our website. This allows us to provide interest-based advertising and other personalized content across your devices, perform analytics, and measure the performance of our advertising campaigns.

Your Choices:

- **Interest-based advertising.** To learn about interest-based advertising and how you may be able to opt-out of some of this advertising, please visit the Network Advertising Initiative's online resources at <http://www.networkadvertising.org/choices> and/or the DAA's resources at www.aboutads.info/choices. If you are located in the EEA you may also manage certain advertising cookies by visiting Your Online Choices at www.youronlinechoices.eu;
- **Mobile advertising.** You may also be able to limit interest-based advertising through the settings on your mobile device by selecting "limit ad tracking" (iOS) or "opt-out of interest-based ads" (Android). You may also be able to opt-out of some—but not all—interest-based ads served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile App Choices app; plus
- Some of these opt-outs may not be effective unless your browser is set to accept cookies. If you delete cookies, change your browser settings, switch browsers or computers, or use another operating system, you will need to opt-out again.

Google Analytics and Advertising. We use Google Analytics to recognize you and link the devices you use when you visit our website on your browser or mobile device, log in to your account on our site, or engage with us. Google Analytics allows us to understand how you interact with our site and tailor our advertisements and content to you.

You can learn more about Google's practices at www.google.com/policies/privacy/partners/.

For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, see Google's site <https://tools.google.com/dlpage/gaoptout/>.

Children's Privacy

We do not knowingly collect or solicit any information from anyone under the age of 16. In the event that we learn we have inadvertently collected personal information from a child under age 16, we will delete that information. If you believe that we have any information from a child under 16 on our systems, please contact us at Support@rflambda.com.

Links to Other Websites and Services

Our services may contain links to and from third-party websites related directly to our business partners, advertisers, and social media sites. In addition, our users may post links to third-party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies, and we do not accept any responsibility or liability for their policies or websites. We strongly recommend that you read their privacy policies, terms, and conditions of use to understand how they collect, use, and share information.

How to Contact Us

If you have any questions about this policy, the RF-Lambda website, or RF-Lambda 's services, please contact us by email at Support@rflambda.com or by mail at:

RF-Lambda

4300 Marsh Ridge Rd, STE 110,

Carrollton, TX 75010 USA

United States of America

You can also email us at support@rflambda.com

Changes to this Policy

We may modify or update this policy from time to time to reflect the changes in our business and international compliance requirements. When any changes in the policy occur, we will update the 'last modified' date at the top of this page.