Privacy Policy

Documentation

Effective Date: March 7, 2026

1. Introduction

Roll-2-Roll Technologies ("R2R," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website https://r2r.tech (the "Site") and interact with our services.

We are a small, specialized manufacturer of fiber-optic web handling sensors based in Stillwater, Oklahoma. We value the trust our customers place in us and handle all personal information with care.

Important:

- We do not sell your personal information.
- We do not display advertisements on our Site.
- We do not use social media tracking or third-party advertising cookies.

This Privacy Policy is designed to comply with the General Data Protection Regulation (GDPR) for our European visitors and the California Consumer Privacy Act (CCPA) for our California visitors. While our company size does not require full CCPA compliance, we voluntarily provide these protections to all visitors.

2. Information We Collect

2.1 Information You Provide Directly

- **Contact Information:** Name, email address, phone number, company name, and job title when you submit contact forms or request quotes
- **Quote Request Details:** Technical specifications, application requirements, and project information
- **Communications:** Content of emails or other communications with us

2.2 Information Collected Automatically

- **Device Information:** IP address, browser type and version, operating system
- **Usage Data:** Pages visited, time spent on pages, referring URLs
- **Location Data:** General geographic location based on IP address (country, region)

3. Cookies and Tracking Technologies

We use a minimal number of cookies to operate our website and understand how visitors use it. We do not use advertising cookies, social media tracking cookies, or any cookies that track you across other websites. For visitors outside the United States, we provide a cookie consent banner (powered by Klaro) that allows you to control which optional cookies are loaded. For visitors outside the United States, we provide a cookie consent banner (powered by Klaro) that allows you to control which optional cookies are loaded.

3.1 Cookies We Use

Cookie Name	Provider	Purpose	Duration
SESS[hex]	r2r.tech (Drupal)	Session management for logged-in users. Strictly necessary for website functionality.	Session
klaro	r2r.tech (Klaro)	Stores your cookie consent preferences. Strictly necessary for consent management.	180 days
_ga, _ga_*	Google Analytics (via GTM)	Distinguishes unique users. Used to understand how visitors use our site.	2 years
_gid	Google Analytics (via GTM)	Tracks pageviews during a browsing session.	24 hours

3.2 Cookie Consent for International Visitors

We use Klaro, a cookie consent manager, to give visitors outside the United States control over non-essential cookies. If you are visiting from outside the US, you will see a cookie consent banner where you can accept or decline analytics and other optional cookies. Google Analytics and Google Tag Manager are enabled by default but you may opt out at any time via the banner.

Visitors within the United States do not see a cookie consent banner. Analytics cookies are loaded automatically, consistent with standard US business practices. There is no US federal law requiring cookie consent banners, and our use of analytics data falls within normal business operations.

3.3 Managing Cookies

You can control cookies through your browser settings. Most browsers allow you to refuse or delete cookies. Disabling cookies may affect the functionality of our contact forms.

To opt out of Google Analytics tracking, you can install the Google Analytics Opt-out Browser Add-on. International visitors can also manage their preferences through the cookie consent banner at any time by clicking the cookie settings icon.

4. How We Use Your Information

We use the information we collect for the following business purposes:

- **Responding to Inquiries:** To answer your questions and provide information about our products
- **Processing Quote Requests:** To prepare and deliver quotes for our web guiding sensors and systems
- **Customer Support:** To provide technical assistance and follow-up service
- **Website Improvement:** To understand how visitors use our site and improve user experience
- **Business Communications:** To send product updates or newsletters if you have opted in

5. Legal Bases for Processing (GDPR)

For visitors from the European Economic Area (EEA), United Kingdom, and Switzerland, we process personal data based on the following legal bases:

Legal Basis	Description	Applicable Uses
Consent	You have given explicit consent for processing	Marketing emails, newsletters, analytics tracking
Contractual Necessity	Processing is necessary to perform a contract or respond to your request	Quote requests, order processing, customer support
Legitimate Interest	Processing is necessary for our legitimate business interests	Website security, improving our services, maintaining customer relationships
Legal Obligation	Processing is required to comply with legal requirements	Tax records, regulatory compliance

6. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties. We may share your information only in the following limited circumstances:

- **Service Providers:** Third-party vendors who help us operate our business (website hosting, email services, CRM). These providers are contractually obligated to protect your information.
- **Legal Requirements:** If required by law, court order, or government regulation
- **Business Transfers:** In connection with a merger, acquisition, or sale of company assets (you would be notified)

7. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected and to comply with legal obligations. Given our industry's long sales cycles and ongoing customer relationships, we retain business contact information for extended periods to provide continued service.

Data Category	Retention Period	Reason
Contact Form Submissions	10 years	Long B2B sales cycles; customers often return years later for additional equipment
Quote Requests	10 years	Capital equipment purchases; reference for future orders and support
Customer Records	Duration of relationship + 10 years	Ongoing service, warranty support, and legal requirements
Transaction Records	7 years	Tax and legal compliance (IRS requirements)
Website Analytics	26 months	Google Analytics default retention

You may request deletion of your data at any time (see Section 10), subject to our legal retention obligations.

8. Your Privacy Rights

8.1 Rights for All Visitors

Regardless of where you are located, you have the right to:

- Request access to the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your information (subject to legal retention requirements)
- Opt out of marketing communications at any time

8.2 Additional Rights for EEA/UK Residents (GDPR)

If you are located in the European Economic Area or United Kingdom, you additionally have the right to:

Right	Description
Data Portability	Request a copy of your data in a structured, machine-readable format
Restriction	Request that we limit the processing of your personal data
Object	Object to processing based on legitimate interests
Withdraw Consent	Withdraw consent at any time where processing is based on consent
Lodge Complaint	File a complaint with your local data protection authority

8.3 Additional Rights for California Residents (CCPA)

Although our company size does not legally require CCPA compliance, we voluntarily extend these rights to California residents:

Right	Description
Right to Know	Request disclosure of what personal information we collect and how we use it
Right to Delete	Request deletion of personal information we have collected
Right to Correct	Request correction of inaccurate personal information
Non-Discrimination	We will not discriminate against you for exercising your privacy rights

Note: We do not sell personal information, so there is no need to opt out of data sales.

9. International Data Transfers

Roll-2-Roll Technologies is based in the United States. If you are accessing our Site from outside the United States, please be aware that your information will be transferred to, stored, and processed in the United States.

For transfers of personal data from the EEA or UK to the United States, we rely on Standard Contractual Clauses approved by the European Commission to ensure appropriate safeguards for your data.

10. How to Exercise Your Rights

To exercise any of your privacy rights, please contact us at:

- **Email:** admin@r2r.techadmin@r2r.tech
- **Phone:** +1 (888) 290-3215
- **Mail:** 1110 S Innovation Way Dr, Stillwater, OK 74074

Please include your name and contact information, and describe the right you wish to exercise. We will respond within 30 days.

11. Data Security

We implement appropriate security measures to protect your personal information, including:

- SSL/TLS encryption for all data transmission
- Secure hosting with access controls
- Limited access to personal information on a need-to-know basis

While we take reasonable precautions, no method of internet transmission is 100% secure. We cannot guarantee absolute security of your data.

12. Children's Privacy

Our Site is intended for business professionals and is not directed at children under 16. We do not knowingly collect personal information from children. If we learn we have collected information from a child under 16, we will delete it promptly.

13. Third-Party Links

Our Site may contain links to third-party websites. This Privacy Policy does not apply to those websites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any sites you visit.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will post any changes on this page with an updated effective date. Your continued use of the Site after changes are posted constitutes your acceptance of the updated policy.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle your information, please contact us:

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United States

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