

#### WHAT INFORMATION DO WE COLLECT?

We collect information from you when you place an order on our site to register for a copy of any of our whitepapers. As appropriate, you will be asked to enter: your name, email address and other basic information.

Like most websites, we use cookies to enhance your experience and track visits to our website. Please refer to the '[Our use of Cookies](#)' section to find out more about cookies and how we use them.

#### WHAT DO WE USE YOUR INFORMATION FOR?

Any of the information we collect from you may be used in one of the following ways:

- » To personalise your experience (your information helps us to better respond to your individual needs).
- » To improve customer service (your information helps us to more effectively respond to your support needs).
- » To send periodic emails (your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the whitepaper or service requested).
- » The email address you provide for order processing, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related service information, etc.

**Note: If at any time you would like to unsubscribe from receiving our future emails, we include detailed unsubscribe instructions at the bottom of each email.**

#### HOW DO WE PROTECT YOUR INFORMATION?

We implement a variety of security measures to maintain the safety of your personal information when you place an order through our site.

We offer the use of a secure server through MailChimp, our email vendor. Never, under any circumstances will they contact subscribers to our lists, market to them, sell the lists, or share your details with any other party, except as required by law or, except in response to a complaint or other communication directly from an individual on one

of our lists. Only carefully selected, authorised personnel have access to view Distribution Lists.

#### DO WE USE COOKIES?

Yes (cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser - if you allow - that enables the sites or service providers systems to recognise your browser and capture and remember certain information).

Refer to '[Our use of Cookies](#)'.

#### DO WE DISCLOSE ANY INFORMATION TO OUTSIDE PARTIES?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety.

#### ONLINE PRIVACY POLICY ONLY

This online Privacy Policy applies only to information collected through our website and not to information collected offline.

#### YOUR CONSENT

By using our site, you consent to the terms within this Privacy Policy.

#### CHANGES TO OUR PRIVACY POLICY

If we decide to change our Privacy Policy we will update this section of the site, and where appropriate, we will notify you of the changes.

*This policy was last modified in October 2012.*