



Website Personal Information Privacy Policy

SekouOnline.com
SekouIndustries.com

Your right to privacy and to protect your personal information is important to SEKOU. We recognize that when you provide us with information about yourself, you trust us to act in a responsible manner. The following discloses our information gathering and usage practices for www.SekouOnline.com and associated websites (collectively our "websites"). Although these sites may contain links to third party websites, SEKOU is not responsible for the privacy practices followed by non-affiliated companies.

This Website Personal Information Privacy Policy is incorporated into and is a part of the Terms of Use published on our website. View our Terms of Use. By visiting any of our websites, you agree to the collection, use and disclosure of your personal information as described in this Policy. If you do not consent to this collection, use and disclosure of your information, you should not use our websites.

GENERAL PRINCIPLES

SEKOU Inc. ("SEKOU" or "we") respects the interests of all who visit its websites with regard to the collection, use and transfer of certain information. "Personal information" as we use it here refers to that which allows an individual to be identified directly or indirectly, and includes the categories of information set forth in the European Community Directive on Data Protection (the "EU Directive") and applicable local legislation.

Proper use and security of your personal information is a high priority for SEKOU, particularly as we are in the data gathering business. SEKOU has certified its participation and compliance with the U.S. - EU Safe Harbor Framework and the U.S. - Swiss Safe Harbor Framework, as set forth by the U.S. Department of Commerce regarding the transfer of information from European Union member countries and Switzerland to the U.S. (see <http://www.export.gov/safeharbor>). SEKOU is committed to protecting your personal information in accordance with the privacy principles set forth in the Safe Harbor program, as well as other applicable laws and regulations.

TYPES OF PERSONAL INFORMATION WE COLLECT

When visiting our websites, SEKOU collects two different types of personal information from you. The first is information you knowingly disclose, which may include your full name, title, company affiliation, work address, work telephone number and work e-mail address. The second is information that is sent to us by your web browser. We do not ask for or collect any sensitive personal data as it is defined in the EU Directive. Where required under applicable law, we obtain users' consent prior to collecting and processing their personal information.

METHODS OF COLLECTING INFORMATION

SEKOU collects information from its website users in several different manners. One of the most common methods is during an online form submission or registration process, where a website user is requesting a free trial or a courtesy newsletter, registering for an event, or responding to similar offers such as sample reports, white papers or more product information. Additionally, we may collect information that is sent to SEKOU by your web browser, such as "cookies." Finally, SEKOU may collect and aggregate data using third party code. However, data collected by these companies is used only by SEKOU and is not shared with, nor is it accessible to, other companies except as stated herein.



COOKIES

When visiting an SEKOU website, our servers may query your computer to see if there are cookies previously set by SEKOU. A “cookie” is a text file that is created when your browser visits a particular website, such as an SEKOU website. Afterwards, every time you visit the SEKOU website, your browser retrieves and sends this file to the SEKOU website's server. Cookies enhance the website user experience by:

- Helping SEKOU authenticate you as a user when you log in to a secure area of the website;
- Storing information about your website user activities so you may easily pick up where you left off on the SEKOU server's pages;
- Storing your user preferences, which allows you to customize how information is presented through site layouts or themes; and
- Personalizing the manner in which SEKOU responds to you via marketing communications.

The cookies SEKOU collects may include the following information: a unique identifier, user preferences and profile information used to personalize the content shown to the individual users. It is your choice whether you allow SEKOU to store such information on your computer or device. You may be able to set your web browser to alert you when a cookie is being used, and may use your browser to accept or reject the cookie; additionally, you may also disable the cookie feature on your browser entirely. However, disabling cookies may prevent you from using some features on the SEKOU websites.

TRANSFER OF PERSONAL INFORMATION

SEKOU may transfer collected personal information to data centers around the world. SEKOU will implement reasonable security and organizational measures to protect the personal information against unauthorized access, disclosure or loss. SEKOU will also take steps to provide an adequate level of protection in each data center to which the personal information is transferred. SEKOU will comply with notification, registration or approval requirements imposed under local law regarding the cross-border transfer of personal information.

USE OF PERSONAL INFORMATION

SEKOU may use your personal information for the purposes of providing you with requested information or products; providing you with information regarding similar products, or events; analyzing extent of use; providing customized product and service information; and for allowing website users to participate voluntarily in mailings or other events. Additionally, we may use personal information collected on our websites in the aggregate to better understand your use of our websites and to enhance your enjoyment and experience. For example, we may use the information to improve the design and content of our websites or to analyze the programs and services that we offer. Finally, if a website user is already an SEKOU customer, or becomes one of our customers during the online registration process, we may use that user's personal information to provide him or her with product service updates, information and alerts.

SEKOU may disclose a website user's personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (i) comply with legal process served on SEKOU; or (ii) protect and defend the SEKOU property rights in and to its products, or the security or safety of its website users and website.

EMAIL MARKETING

If you submit a form on our website to attend an event, subscribe to a newsletter or request specific information, SEKOU may use the personal information that you enter, including your contact details, to send you follow-up emails relating to your original request. We may also occasionally send you information about similar products, services and events related to your interests, as determined by your original or most



recent request for information. If you are an SEKOU customer, we may occasionally send you information on products, services and events from other areas of the SEKOU business that we believe may be of interest to you.

STORAGE OF EMAIL INFORMATION

SEKOU may use internal and third party systems to store your email preferences, the information you submit on request forms and to manage our communications with you. SEKOU does not share your contact details with any a third parties.

UPDATING YOUR INFORMATION

If your personal information changes, you may update it by contacting us by postal mail at the address listed below. We will make commercially reasonable efforts to comply with your request within 7-10 business days.

SEKOU customers may change or update their profile by following the above instructions, contacting SEKOU Customer Care, or logging in to their account and following the prompts to "update my profile."

UNSUBSCRIBING TO EMAIL MARKETING

If you no longer wish to receive our email or promotional communications, you may opt-out of receiving them at any time by following the instructions included within each email, or by contacting us via the contact information listed below. A few limited exceptions may exist, but notice is always provided in such communications.

CONTACT A PRIVACY OFFICER

We are committed to treating you with respect and courtesy, and to providing the highest level of service. Please contact one of the SEKOU Privacy Officers if you:

- Have a complaint about our Website Personal Information Privacy Policy, or the manner in which we've handled your personal information.
- Have a question about our privacy practices.

Contact information for the SEKOU Global Privacy Officer is as follows:

SEKOU LLC.
30 Humboldt Street
Trenton NJ 08618
Attn: Privacy Officer