

## NETLINK PRIVACY NOTICE.

Business Unit Application: NetLink ([www.netlinkweb.com](http://www.netlinkweb.com))

Last updated:10/25/04

This notice describes the NetLink privacy policy to help you understand how information that you provide or that is automatically collected is used by our corporate entities. We respect your right to privacy and want you to know that all customer information is maintained by NetLink and is private information between NetLink and the individual or commercial customer. NetLink does not sell customer information.

### Information Collected

NetLink receives and stores information that you provide to us. We use the information to manage business interactions with you, and to ensure your satisfaction. Business interactions can include inquiries made to us, orders placed with us, shipping, billing and more.

### User Defined Data Collected

#### A. Customer Account Information.

This data is explicitly captured via user-defined input. This information is collected for customer account billing record purposes. We do use the information to understand market trends and to summarize our businesses. All information is securely stored in a database that is not directly accessible via the Internet and includes:

- Customer Type
- Company name where applicable
- First name
- Last name
- Email address
- Billing address/City/State/Zip
- Phone number
- Fax number (not mandatory)
- Tax exempt status
- Products purchased
- Credit application and account status

If you choose to receive email offers then we will use your email address to occasionally send emails containing company news, industry, application and product information, as well as special offers. You may opt out at any time if you do not wish to receive email or other mail from NetLink.

#### B. Transaction Processing Information.

This data is explicitly captured via user-defined input. This information is collected for shipping record purposes only. The information is securely stored in a database that is not directly accessible via the Internet and includes:

- Ship to name
- Ship to attention
- Ship to address/City/State/Zip
- Ship to phone
- Name on Credit Card
- Credit Card Number

- Credit Card Expiration

### **Automatic Data Capture**

We also utilize web server traffic collection wherein our web server automatically captures data. This information is only used to determine traffic patterns on the web site. This information is securely stored in log files on the web server in a location that is not directly accessible via the Internet and includes:

- Client IP Address
- Browser type
- Referring URL
- Cookie

In regard to Cookies, to effectively measure NetLink marketing efforts, it is important that we understand how our customers arrive at the NetLink website. NetLink stores the referring URL in a cookie on your machine once you enter our site. Upon completion of any purchase, NetLink saves the URL from the cookie to a secured NetLink database.

Again, any information that is collected about you is private. NetLink does not sell information; and NetLink will not share information with others except for select and limited exceptions. These might include: Agents that NetLink may engage to perform a task on our behalf...such as a delivery carrier, a mail house, a Credit Bureau or reference to help prevent and/or detect fraud...and so forth. Any information provided would be solely to have the task performed and for no other purpose.

### **Security**

NetLink works to protect the security of your private information. All user defined data as described above in sections A and B is submitted from the NetLink web site under the context of Secure Sockets Layer (SSL) encryption.

### **Conditions of Use, Notices and Revisions**

If you chose to visit NetLink, the privacy of your visit and information is governed by this policy. This privacy notice is subject to change. Please visit our website frequently to identify any change to this policy.

Please see [www.netlinkweb.com](http://www.netlinkweb.com) for specific terms of use and general business policies.