

ACTION TECHNOLOGIES, INC. PRIVACY POLICY

This privacy statement applies to the site WWW.ACTIONTECH.COM. Because Action Technologies, Inc. wants to demonstrate its commitment to our website users' privacy, we are disclosing our website information practices and privacy practices:

1. What personally identifiable information Action Technologies, Inc. collects.
2. What personally identifiable information third parties collect through www.actiontech.com.
3. What organization collects the information.
4. How Action Technologies, Inc. uses the information.
5. With whom Action Technologies, Inc. may share user information.
6. What choices are available to users regarding collection, use, and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse, or alteration of information under Action Technologies, Inc. control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this statement, they should first contact Action Technologies, Inc. using the "Contact Us" form on this website. If they do not receive acknowledgment of their inquiry or their inquiry is not satisfactorily addressed, they should then contact Action Technologies, Inc. corporate headquarters at the address or telephone number shown at the end of this policy.

This policy covers only information collected through this Web site, and does not cover information that may be collected through software downloaded from the site

INFORMATION COLLECTION AND USE

Information Collection

Action Technologies, Inc. is the sole owner of the information collected on www.actiontech.com. Action Technologies, Inc. collects information from our users at several different points on our Web site.

Registration

In order to download documents and replay presentations and demonstrations from this Web site, a user must first complete the registration form. When registering to access such information, we send the user a "cookie" so that they can access additional information in the future without re-registering, and so we can provide a more personalized experience on our site. We also require individuals to register to attend Action Technologies, Inc. sponsored events, including web seminars. During registration, a user is required to give contact information (such as name and email address).

We never ask users to provide demographic information (such as income level and gender), nor for unique identifiers (such as name, username, password, or social security number) for general access.

We use this information to contact the user about services on our site for which he/or she has expressed interest, or to provide details on events, as well as to seek feedback about service and events.

We do require a log on ID and password for access to support and resources for customers and partners. We confirm the eligibility of individuals before establishing an account, and send a welcome email to authorized users.

Contact Us form

We request information from the user on our Contact Us form. A user must provide contact information (such as name, email, and address). This information allows us to respond to user requests and comments.

INFORMATION USE

WWW.ACTIONTECH.COM provides information about Action Technologies, Inc. and our products and services. It also provides support and resources for customers and partners. We use the information collected during registration or on Contact Us forms to respond to requests and to provide information to interested individuals. We or our partners may follow up with people who have downloaded information and have not specifically requested that we contact them. Information for individuals seeking more information about Action Technologies, Inc. products and services is referred to Action Technologies, Inc. staff for follow-up. Information from geographies or vertical industries where an Action Technologies, Inc. partner organization provides sales and service is referred to the partner for follow-up. Information on registrants for Action Technologies, Inc. events cosponsored with other organizations is shared with those organizations to facilitate event success. We retain the information in a secure data system to ensure closure on inquiries and quality future service. Action Technologies, Inc. uses the aggregate information collected on the site to judge the effectiveness of its promotional campaigns and web content.

Profile

We store information that we collect through cookies, and log files to create a profile of our users. A profile is stored information that we keep on individual users that details their business requests and contact preferences. Consequently, collected information is tied to the users' personally identifiable information to provide offers and improve the content of the site for the user. Action Technologies, Inc. uses this profile to tailor pertinent marketing and service information to them. We do not share the information in your profile with other third parties, beyond that stated above.

Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. We use both session ID cookies and persistent cookies. For the session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

By setting a cookie on our site, users would not have to re-register to access additional information in the future, thereby saving time while on our site. Cookies also allow us to provide a more personalized experience on our site. If users reject the cookie, they may still use our site. The only drawback to this is that the user will be limited in some areas of our

site. For example, the user will not be able to access certain information in the future without re-registering. Persistent cookies enable us to track and target the interests of our users to enhance the experience on our site. See the “Profile” section.

Action Technologies, Inc. does not use nor allow third party cookies.

Third Party Advertising

Action Technologies, Inc. does not use nor allow third party advertising from our site.

Log Files

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user’s movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We use a tracking utility that uses log files to analyze user movement.

Clear Gifs (Web Beacons/Web Bugs)

Action Technologies, Inc. does not use Clear Gifs on its web sites.

COMMUNICATIONS FROM THE SITE

Special Offers and Updates

We occasionally send registrants information on products, services, invitations to events, notice of special opportunities, and a newsletter. Out of respect for the privacy of our users, we provide the option to cease receiving these types of communications. Please see the Choice and Opt-out sections.

Newsletter

We publish a periodic email newsletter, *Re: Action*, to those who have provided a name and email address. Out of respect for our users’ privacy, we provide the option to cease receiving these communications. Please see the Choice and Opt-out sections.

Service Announcements

On rare occasions, we may need to send out a strictly service-related announcement conveying important information about our products or services. These communications are typically limited to Customers and Partners. Those users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

Customer Service

We communicate with users on a regular basis to provide requested services and to resolve issues relating to their account. We reply via email or phone, in accordance with the user’s wishes.

SHARING

Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order, or legal process served on our Web site.

Aggregate Information (non-personally identifiable)

We do not share aggregated demographic information with any third parties.

Third Party Advertisers

Action Technologies, Inc. does not use nor allow third party advertising from our site, and therefore shares no information with third-party advertisers.

Third Party Intermediaries

Action Technologies, Inc. does not use third party intermediaries, and therefore shares no information with third-party intermediaries.

Service Providers

Action Technologies, Inc. use third party service providers only to facilitate company sponsored activities, such as event managers. We limit information shared with those providers to that essential to the successful rendering of their services, and require them to maintain the confidentiality of that information.

Action Technologies' Partners

Action Technologies, Inc. partners with other organizations that resell our products, provide services to purchasers and users of our products, advise prospective purchasers and customers, provide complementary products, or incorporate some aspects of our product in their own products. Action Technologies, Inc. partners are listed on this web site in the Partners section.

Information from geographies or vertical industries where an Action Technologies, Inc. partner provides sales and service is referred to the partner for follow-up. Information on registrants for Action Technologies, Inc. events cosponsored with other organizations is shared with those organizations to facilitate event success. Action Technologies, Inc. also shares information with partners who are jointly selling to or servicing prospects or customers.

Business Transitions

In the event Action Technologies, Inc. goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred.

Choice/Opt-out

We do not provide user information to any outside organization for purposes not directly related to our site, except to service providers and partners as detailed above. We do provide options to cease receiving communications from Action Technologies, Inc. or our partners.

Users who no longer wish to receive our newsletter and other communications may opt-out of receiving these communications by selecting the “unsubscribe” link in the email, or replying with “unsubscribe” in the subject line of the reply email. Users may contact us through the information given at the end of this Policy:

Links

This Web site contains links to other sites. Please be aware that we, Action Technologies, Inc., are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each Web site that collects personally identifiable information. This privacy statement applies solely to information collected by www.actiontech.com.

Surveys

From time-to-time, our site requests information from users via surveys. Participation in these surveys is voluntary and the user therefore has a choice of whether or not to disclose this information. Surveys are intended to be anonymous, but may present an option to provide contact information (such as name and email address) and demographic information (such as zip code). We use survey information for monitoring and improving customer satisfaction with Action Technologies, Inc. products and services, and the use and satisfaction of this site. We collect no users’ personally identifiable information unless the user so chooses. Such information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users’ personally identifiable information for any secondary purposes.

Chat Rooms, Message Boards, and Public Forums

Action Technologies, Inc. does not provide Chat Rooms, Message Boards, and Public Forums.

Security

This Web site takes every precaution to protect our users’ information. We do not ask users to enter sensitive information (such as credit card number and/or social security number).

We also do everything in our power to protect user-information off-line. All of our users’ information contained in access controlled databases and is restricted in our offices. Only employees who need the information to perform a specific job can access personally identifiable information. The servers that store personally identifiable information are in a secure environment with strictly limited access.

SUPPLEMENTATION OF INFORMATION

In order for this Web site to properly fulfill its obligation to users, it is necessary for us to supplement the information we receive with information from 3rd party sources.

ID Verification

When individuals from customer and partner organizations request access to those sections of our web site, we contact the responsible individual in the customer’s or partner’s organization to verify a user’s identity and permission to access such sites.

Purchasing History

In order for this Web site to enhance its ability to tailor the site to a user's preference, we combine information about the purchasing habits of users other information we have collected to create a personalized user profile. When a user purchases our products from one of our partner organizations, our companies collect and share personal information.

Enhancement of Marketing Profile

We occasionally purchase third party marketing data and add it to our existing user database to better target our communications and offers. We use this information to enhance or overlay the 'profile' of individual users. This aggregate marketing data is therefore tied to the users' personally identifiable information.

Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update, delete, or deactivate users' personally identifiable information. Please the "Contact Us form on the web site, reply to an email from Action Technologies, Inc., or by contact us by telephone or postal mail using the contact information below.

Notification of Changes

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email and by posting a notice on our Web site for 30 days.

CONTACT INFORMATION

If users have any questions or suggestions regarding our privacy policy, please contact us at:

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Oakland, CA 94603-3865
USA
+1 800 967 5356
http://www.actiontech.com/contact_us.html

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