

## **Tracking, use of cookies, web beacons and similar devices**

In order to improve our Products and Services and the Site and provide more convenient, relevant experiences to our customers, we and our vendors and agents may use "cookies," "web beacons," and similar devices to track your activities. A cookie is a small amount of data that is transferred to your browser by a web server and can only be read by the server that gave it to you. It functions as your identification card and enables Everede to record your preferences. It cannot be executed as code or deliver viruses. A web beacon is a small transparent gif image that is embedded in an HTML page or email used to track when the page or email has been viewed. A similar device may be used by which a Product may send data to a server when a set of user-initiated events occur such as the "Submit" button is clicked. This device is similar to a cookie in that it tracks your visit and the data can only be read by the server that receives the data. It is different than a cookie in that it is not browser-based, may not function as an identification card, and does not store any data on your computer.

While Everede uses cookies and similar devices to track your use of the Site and the Products and Services (such as the number of downloads, types of Products and Services used and downloaded, how many users we receive daily, the Site pages visited), and web servers automatically log the IP/Internet address of your computer, Everede does not generally use this information to identify you personally. Exceptions to this are noted in this Privacy Policy. If you expressly provide consent for the Site or the Product and Service to "remember" the unique identifier that you select when you register for various activities on the Site or the Products and Services, that unique identifier will be stored on a persistent cookie on your computer and that unique identifier will be linked to your Registration Information. As a result, your navigation path around the Site and the Products and Services will be tracked in identifiable form.

Most browsers are initially set to accept cookies, and most Products and Services that include similar devices are typically initially activated to collect data. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. (For some web pages that require an authorization, cookies are not optional. Users choosing not to accept cookies or similar devices will probably not be able to access those pages or the related Products and Services.) Information about non-cookie tracking devices and their features, including disabling options, are contained in the information materials provided with such Products and Services or on Site pages relating to such Products and Services.

## **Collection of personal information**

As a visitor to this Site, you can engage in many activities without providing any personal information. In connection with other activities, such as requesting literature, Everede may ask you to provide certain information about yourself by filling out and submitting a form. It is optional for you to engage in these activities. If you elect to engage in these activities, however, Everede may ask that you provide certain personal information (as well as certain non-personal information that may be tied to personal information), such as your first and last name, mailing address (including ZIP code), country of residence, e-mail address and telephone number. Depending upon the activity, some of the information that we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity. Similarly, if you wish to delete your information, you will no longer be able to engage in that particular activity.

When you use the Site and the Products, Everede may also collect certain information about your computer to facilitate, evaluate and verify your use of the Site and the Products. For example, we may log environmental variables, such as browser type, operating system, CPU speed, referring or exit web pages, click patterns, Session ID (a unique identifier assigned to the browser in connection to the Site), and the Internet Protocol (IP) address of your computer. Everede also uses such information to measure traffic patterns on the Site and usage of the Products and Services. We do not match such information with personal information held about you by Everede unless we have your consent, except as otherwise described in this Privacy Policy.

By using this Site and the Products, you agree and acknowledge that personal information collected through the Site or in connection with the Products may be transferred across national boundaries and stored and processed in any of the countries around the world in which Everede maintains offices, including the United States. You also acknowledge that in certain countries or with respect to certain activities, the collection, transfer, storage, and processing of your information may be undertaken by trusted third party vendors or agents of Everede such as web hosting providers, mail and email service providers, communication services, and web analytic providers, to help facilitate Everede in providing certain functions. Another instance where this could occur is in conjunction with framed pages in which the URL for the pages is not visible, and the pages are hosted for Everede by such third party vendors.