

## **DEK Privacy Statement**

*Last updated August 2010*

DEK respects your privacy, and is committed to protecting it. This Privacy Statement explains the ways in which information about you may be collected via the DEK.com website ('the Site'), and subsequently used. By accessing the Site, you are consenting to the information collection and use practices described in this privacy statement.

This document covers the following areas:

1. Collection of Personal Information
2. Non-Personal Information
3. Use of Personal Information
4. Accuracy of your Personal Information
5. Control of your Personal Information
6. Access to your Personal Information
7. Security of your Personal Information
8. Use of Cookies
9. Links to non-DEK Websites
10. Enforcement of this Privacy Statement
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12. Contact Information

### **1. Collection of Personal Information**

While using the DEK.com website, you may be asked to give personal information that allows us to contact you to provide a service, or carry out a transaction that you have requested such as receiving information about DEK products and services; ordering e-mail newsletters; signing up for an event or training; or purchasing DEK products.

The personal information we collect may include your name, title, company or organisation name, work e-mail, work phone, work or home address, information about your job function, information about your company, and credit card information.

### **2. Non-Personal Information**

The Site may collect data about usage and service operation that is not associated with a specific personal identity, such as the name of the internet service provider and the Internet Protocol (IP) address through which you access the Internet; the date and time you access the Site; the pages that you access while at the Site, and the Internet address of the website from which you linked directly to our site. This information is used to analyse how visitors use the Site, and to improve the Site and administer the Site.

### **3. Use of Personal Information**

The personal information collected on this Site will be used to operate the Site, and to provide the service(s) or carry out an order or transaction you have requested or authorised.

DEK may use personal information to better understand your needs and interests, provide you with more effective customer service, improve the Site and any related DEK products or services, and make the Site easier to use by eliminating the need for you to repeatedly enter the same information or by customizing the Site to your particular preference or interests. Personal data collected online may also be combined with information collected by other DEK services such as product registration, call centres or at public events such as trade shows or seminars.

We may use your personal information to provide you with important information about the product or service that you are using, including updates and notifications. Additionally, with your permission, we may

send you information about other DEK products and services, and/or share information with DEK partners so they may send you information about their products and services.

When you sign up for a newsletter or agree to receive promotional e-mail, DEK.com may use customised links or similar technologies to track e-mail links that you click. We may associate that information with your personal information in order to provide you with more focused e-mail communications or purchase information. Each e-mail communication includes an unsubscribe link, allowing you to stop delivery of that type of communication.

DEK occasionally employs other companies to provide limited services on our behalf, such as website hosting; packaging and delivering products; and marketing support. We will only provide those companies with the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using that information for any other purpose.

We will not sell, rent or lease your personal information to others.

Credit card information is used only for payment processing and fraud prevention, and is not used for any other purpose by DEK or our financial services providers, and will not be kept longer than necessary for providing the services, unless you ask us to retain your credit card information for future purchases.

DEK may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on DEK or the Site; (b) protect and defend the rights or property of DEK and our website; or (c) act in urgent circumstances to protect the personal safety of DEK employees or agents, users of DEK products or services, or members of the public.

Personal data given to DEK may be transferred across country borders for the purposes of data consolidation, storage and simplified customer information management.

#### **4. Accuracy of your Personal Information**

DEK strives to keep your personal information accurate. We have technology, management processes and policies in place to maintain customer data accuracy.

#### **5. Control of your Personal Information**

Except as otherwise described in this statement, personal information you provide on the Site will not be shared outside of DEK and its controlled affiliates without your permission.

DEK.com may sometimes send out communications informing you of technical service issues related to a product or service you requested, or confirming that you have requested a product or service. In some services offered by DEK.com, contact with the customer is an intrinsic part of the service. You will not be able to choose to unsubscribe to these mailings, as they are considered an essential part of the service(s) you have chosen.

Please be aware that this privacy statement and any choices you make on the Site will not necessarily apply to personal information you may have provided to DEK in the context of other, separately operated, DEK products or services.

#### **6. Access to your Personal Information**

Should you request it, we will inform you in writing (in accordance with current law) whether we have saved data about you and if so, what it is. Certain national laws may require you to pay a small charge for this activity. Should there be errors in your data despite our best efforts to maintain data accuracy, we will correct this data upon request.

#### **7. Security of your Personal Information**

DEK is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use, or disclosure.

For example, we store the personal information you provide on computer servers with limited access that are located in controlled facilities. Additionally, when we transmit sensitive personal information (such as a credit card number) over the internet, we protect it through the use of encryption.

We will also take reasonable steps to verify your identity, such as a password and user ID, before granting access to limited access areas on the site or your data.

## **8. Use of Cookies**

We use cookies on this Site to ensure the integrity of the registration process and to personalise the Site. A cookie is a small text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. For example, if you personalise a web page, or navigate within a site, a cookie helps the site to recall your specific information on subsequent visits. This simplifies the process of delivering relevant content, eases site navigation, and so on. When you return to the website, the information you previously provided can be retrieved, so you can easily use the site's features that you customised.

Web beacons, also known as clear gif technology, or action tags, may be used to assist in delivering the cookie on our site. This technology is a tool we use to compile aggregated statistics about DEK.com website usage, such as how many visitors clicked on key elements (such as links or graphics) on a DEK.com web page, blog or a newsletter.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of this or other websites you visit.

## **9. Links to non-DEK Websites**

The DEK website may provide links to third-party websites for your convenience and information. If you access those links, you will leave the DEK website. DEK does not control those sites or their privacy practices, which may differ from DEK's. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the DEK Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with DEK; that sharing is governed by that third-party company's privacy policy.

## **10. Enforcement of this Privacy Statement**

If you have questions regarding this statement, you should [contact DEK](#).

## **11. Changes to this Statement**

We may occasionally update this privacy statement. When we do, we will also revise the 'last updated' date at the top of the privacy statement. For material changes to this privacy statement, we will notify you either by placing a prominent notice on the home page of our website or by directly sending you a notification. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

## **12. Contact Information**

DEK welcomes your comments regarding this privacy statement. If you believe that DEK has not adhered to this privacy statement, please [contact us electronically](#), or via postal mail at the address provided below, and we will make every reasonable effort to promptly determine and remedy the problem.