

# FehrMark Inc. Privacy Policy

## **Introduction**

All information that you provide through this website is being provided to FehrMark Inc. Note that this Privacy Policy addresses the collection, storage and use of your information by FehrMark Inc. only. FehrMark Inc. is committed to protecting the privacy of our users and we use our best efforts to ensure that the information you submit to us through this website remains private and is used only for the purposes set forth herein.

By using this website, you acknowledge your agreement with FehrMark Inc.'s privacy policy. IF YOU DO NOT AGREE WITH THIS POLICY, PLEASE DO NOT USE THIS WEBSITE. Your continued use of FehrMark Inc.' website following the posting of changes to these terms will mean you accept those changes.

This Website is not directed to and it is not our intent to collect information from persons under 13 years of age. If you believe we have inadvertently collected information from someone under the age of 13, please contact us using the contact information below.

## **What this Privacy Policy Covers**

This policy covers how FehrMark Inc. treats information that we receive, collect and store, including information related to your past use of our services. Personally Identifiable information is information about you that can be used to identify you personally like your name, address, email address, phone number, or other personal information provided to us in connection with your use of this website and our services, which is not otherwise publicly available.

This policy applies only to FehrMark Inc., our officers, owners, successors and assigns, but does not apply to people that FehrMark Inc. does not employ or control, including third-party web sites linked from this Site. Such other companies or persons may have their own privacy policy, which we encourage you to read and understand.

## **Information Collection and Use**

FehrMark Inc. collects personally identifiable information when you use this website. When you use this website portal, we ask for information such as your name, email address, zip code. Additionally, we may ask for your address, and information about the products and services for which you are seeking. Once you use our services, you are not anonymous to us.

We also automatically receive and record certain non-personally identifiable information, including your IP address, cookie information and the page you request. We use the collected information for the following general purposes: customize the advertising and content you see, improve our services: to contact you; to conduct research; to provide anonymous reporting for internal and external purposes; and for certain other analytical purposes. Our analysis produces "cumulative output" and does not show, display or report specific personally identifiable information.

## **Information Sharing and Disclosure**

We do not sell, share, license or provide personal information about you to any other people or nonaffiliated companies, except as may otherwise be set forth in this policy. In connection with our provision of your information, note that:

- (a) We will provide the information to trusted partners who work on our behalf and who are under confidentiality agreements not to share the information. These companies or contractors may use your personal information to help us provide services to you, such as credit card processing.
- (b) We will respond to subpoenas, court orders or legal process, or to establish or exercise our legal rights or defend against legal claims. We may share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law.
- (c) We will transfer information about you if we are acquired by or merged with another company. In that event we will post appropriate notifications on this privacy policy before your information is transferred and become subject to a different privacy policy.

## **Confidentiality and Security**

We will take reasonable measures to maintain the confidentiality of the information that we collect during your visit to our website. We do this by maintaining internal practices that help to protect the security and confidentiality of this information and by limiting access to personal information about you to employees who we reasonably believe need to come into contact with that information to provide products and services to you or in order to do their jobs.

## **Cookies**

As is common practice with websites, we use cookies to enhance your web viewing experience. A “cookie” is small text file that a website can place on your computer’s hard drive in order, for example, to collect information about your activities on the site or to recognize your computer in the future. The cookie transmits this information back to the websites computer which, generally speaking, is the only computer that can read it.

When you log onto our website, our website system assigns you a unique identification number and records that number in the cookie file for your computer. Then, when you visit us again, we are able to read this number to help gain prompt access to your information. The cookie can help ensure that your information is kept accurate and also, as a matter of convenience, keeps you from having to re-enter certain personal and identifying information. Despite its existence, the cookie will not be associated with any personal information about you and FehrMark Inc. will not be able to identify you personally online. The information stored in the cookie is in an encrypted format and cannot be read without the encryption key.

While we believe that certain cookies enhance your web experience with our website, you have the option of setting your web browser to reject cookies. However, doing so may negatively impact the performance of this website.

## **Changes to this Privacy Policy**

We may, from time to time, update this policy. We will prominently post on this policy page, the date and content of any significant changes in the way we treat personal information.

## **Disclaimer**

The security of all information associated with our users is an important concern to us. As stated above, we exercise reasonable care in providing secure storage of your information. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any personal information you transmit to us or from our online products and services, and you do so at your own risk. Once we receive your transmission, we, including our affiliates, use industry standard efforts to safeguard the confidentiality of your personal information, such as firewalls and secure socket layers. However, "perfect security" does not exist on the Internet.

## **General**

This privacy policy is governed by the internal substantive laws of the Commonwealth of Pennsylvania, without regard to its conflicts of law principles. Jurisdiction for any claims arising under the terms and conditions of this privacy policy shall lie exclusively with the state and federal courts of the State of Pennsylvania, in the County of Schuylkill. If any provision of this privacy policy is found to be invalid by a court having competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions of this privacy policy, which shall remain in full force and effect.

## **Questions and Suggestions**

If you have any questions or suggestions regarding our privacy policy, please contact us in care of FehrMark Inc. at:

FehrMark Inc.

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