



# Customer Privacy Statement

LnK s.p.r.l. and its subsidiaries (also referred to in this document as "LnK") provides this Privacy Statement to make you aware of our privacy practices and the choices you can make about how your personal information is collected and used, both on-line and off-line. To make this notice easy to access, it is available on the bottom of the LnK web page.

Customers are LnK's most valuable asset. We recognize that building a long-term business relationship with you depends a great deal on trust. This trust begins with our commitment to respecting as well as protecting your privacy.

We've structured our public web site so that you can visit us without identifying yourself or revealing any personal information. Throughout this Privacy Statement, personal information refers to any information that is unique to an individual, such as name, address, e-mail address, phone number, etc. If you do share your personal information with us, you can be assured that it will only be used to support your relationship with LnK.

LnK's privacy statement covers 7 main areas: Notice, Choice, Onward Transfer, Access & Accuracy, Security, Tailoring Email Communications and Web Experiences and Additional Information. These areas are described in detail below. Please keep in mind that our privacy practices may vary as required by local laws.

## 1. Notice

### **What information we collect**

During the course of your relationship with us, we may collect personal information to enable you to order products or services, download software updates, make requests, and register for customized communications programs. We may collect such personal information as your name, contact and billing information, transaction and credit card information. To tailor our subsequent communications to you and improve our products and services, we may ask you to provide information regarding your personal or professional interests, demographics, experience with our products and contact preferences. Personal information may be required to determine access eligibility for certain restricted parts of our site.

### **How we use the information**

LnK uses your personal information to better understand your needs and provide you with better service. Specifically, we use your personal information to help you complete a transaction, to communicate back to you, provide updates on service and benefits, and to personalize our web sites and communications with you. Credit card numbers are used only for payment processing and are not retained for other purposes. From time to time, we may also use your information to contact you for market research or to provide you with marketing information we think would be of particular interest. We will always give you the opportunity to opt-out of receiving such contact. If you would like to read more about how to opt-out, please follow the directions given below in the "Choice" section of this document.

## **2. Choice**

LnK will not use or share your personal information in ways unrelated to the ones described above without first notifying you and offering a choice. We will also provide you the opportunity to let us know if you wish to opt-out at any time of certain or all contacts from LnK, and we will do everything we can to honor such requests. Your permission will always be secured first, should we ever decide to share your personal information with third parties that are not acting on our behalf and governed by our privacy policy.

## **3. Onward Transfer**

### **Whom we share the information with**

LnK does not sell, rent, or lease your personal information to others. Unless we have your permission or are required by law, we only share your personal information with other LnK entities or distributors of LnK products and services or service providers (a shipper, credit card processor, etc.) who are acting on our behalf for the uses described above. Such LnK entities and business partners are required to keep this data confidential and may not use it for any purpose other than to carry out the services they are performing for LnK.

Subject to your permission or as permitted by law, the personal information that you provide to us may be transferred across state or country borders to consolidate data storage or simplify information management.

However, LnK may disclose your personal information (i) if we are required to do so by law; (ii) if we believe that it is necessary to protect and defend the rights of LnK; or (iii) in order to comply with a judicial proceeding, court order, or government inquiry.

## **4. Access and Accuracy**

LnK strives to keep your personal information accurate. We will provide you reasonable access to personal information you provided to LnK and reasonable ability to review and correct it or ask for deletion, as applicable. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting you access.

## **5. Security**

LnK is committed to ensuring the security of your personal information. To prevent unauthorized access or disclosure, maintain data accuracy, and ensure the appropriate use of personal information, we have put in place appropriate physical, electronic and organizational measures to safeguard and secure it.

## **6. Tailoring E-Mail Communications and Web Experiences**

On occasions LnK may employ technologies that enable us to review which recipients have opened our e-mail communications and which links they have accessed in the message. This helps us to tailor our communications in our attempts to send you the most relevant information, as local laws allow. As a registered user, we may also monitor your web browsing session while you are logged-in to lnk-tools.com. In this way we will try to improve our web site through personalization to better meet your needs.

## **7. Additional Information**

### **Links to Third Party Web Sites**

Links to third party web sites are provided solely as a convenience to you. If you use these links, you will leave the LnK site. LnK has not reviewed all of these third party sites; does not control and is not responsible for any of these sites, their content or their privacy policies. Thus, we do not endorse or make any representations about them, or any

information, software or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third party sites linked to this site, you do so entirely at your own risk.

### **Changes to the Privacy Statement**

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here or by means of a notice on our home page. The revision date shown at the top of the page will be updated accordingly.

### **Contact Information**

Please e-mail questions or comments about our privacy practices to:

[info@lnk-tools.com](mailto:info@lnk-tools.com)

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