

# PRIVACY POLICY

## SIGNAL CONTROL PRODUCTS IS COMMITTED TO YOUR PRIVACY

This site is owned and operated by Signal Control Products, Inc. Your privacy on the Internet is of the utmost importance to us, and we want to make your experience online satisfying and safe.

Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

### INFORMATION SIGNAL CONTROL PRODUCTS GATHERS AND TRACKS

Signal Control Products gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. This would include voluntary submissions to receive electronic newsletters, participation in message boards or forums, emails to friends, and participation in polls and surveys.
- Information Signal Control Products gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help advertisers and/or sponsors better understand the demographics of our audience. Under no circumstances does Signal Control Products divulge any information about an individual user to a third party.

Signal Control Products May Gather User Information In The Following Processes:

#### Optional Voluntary Information

We may at times offer the following free services, which require some type of voluntary submission of personal information by users:

##### 1. Electronic newsletters (Dispatches)

We may offer a free electronic newsletter to users. If so, Signal Control Products may gather the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by contacting us via email or telephone.

##### 2. Polling

We may offer interactive polls to users so they can easily share their opinions with other users and see what our customers think about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. Signal Control Products may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

### 3. Surveys

Signal Control Products may occasionally conduct user surveys to better target our content to our customer base. We may elect to share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party.

#### Children

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

#### Usage tracking

Signal Control Products may track user traffic patterns throughout our site. However, we do not correlate this information with data about individual users. Signal Control Products may break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

Signal Control Products may track and catalog the search terms that users enter when searching our site, but this tracking is never associated with individual users. We may use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

#### Cookies

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. Signal Control Products may use cookies to track user traffic patterns (as described above). Our advertising system may deliver a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you may need cookies to participate actively in message boards, forums, polling and surveys.

### ***Privacy Policy Use***

#### USE OF INFORMATION

Signal Control Products uses any information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or

personalized elements on the sites or to better prepare future content based on the interests of our users.

We may use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums. We may send out newsletters to subscribers on a regular schedule (depending on the newsletter), and may occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Signal Control Products never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas, we do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We may track search terms entered in a search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

Signal Control Products may create aggregate reports on user demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

#### SHARING OF THE INFORMATION

Signal Control Products uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

#### SECURITY

Signal Control Products operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

#### OPT-OUT POLICY

We give users options wherever necessary and practical. Such choices may include:

- Opting not to register to receive electronic newsletters.
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users

## YOUR CONSENT

By using this site, you consent to the collection and use of this information by Signal Control Products. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.