

Privacy Policy LM TRAC UK

At LM Trac UK, we know you care about your personal privacy. Because we care, we have adopted the practices described in this Privacy Policy. You should not access this site or use our services until you have carefully read this Privacy Policy and agree to the terms and conditions described in it.

Our Collection and Use of Your Personal Information

We collect and use information about you which will help us administer our business or provide products, services or other opportunities to you. Among other things, we use the information we learn about you to help us personalize and improve the experience you have on our website, to respond to your requests and to communicate with you. The types of information we collect, retain and use include the following:

- **Site Use Information:** In general, you can visit LM Trac UK's website (the "Site") without telling us who you are or revealing any information about yourself. Our web servers collect the domain names, not the email addresses, of visitors. This information is aggregated to measure the number of visits, average time spent on the Site, pages viewed, etc. LM Trac UK utilizes this information ("behaviour profiles") to measure the use of our Site and to improve the content we offer. We may share with third parties experiential information or other data which does not personally identify users of our Site. This might include product or service preferences of all visitors to our Site, for example.
- **Registration Information You Provide To Us:** When you register on our site to receive E-News from LM Trac UK or to contact LM Trac UK with an inquiry, we collect profile information from you ("Personally Identifiable Information"). When you use our "Contact Us" option, we require that you provide your first and last name and email address. You have the option of voluntarily providing us with your company name, address (i.e., street address, city, state, country and zip/postal code), customer ID, phone number, cell phone number or product information. Although you may choose not to provide the optional information to us, it may result in some features not being available to you. When you request to sign-up E-News, you are required to provide your first and last name, company name, job title, email address, address (i.e., street address, city, state, country and zip/postal code) and phone number. By providing this Personally Identifiable Information to us, you explicitly agree to our collection and usage of such information as described in this Privacy Policy. We use your Personally Identifiable Information to respond to your inquiries, process an order, contact you regarding account status or customer service, let you know about products or services which may be of interest to you, or to allow you to access specific account information, or in the case of seeking employment at LM Trac UK, match you with appropriate job opportunities. You also consent to our making your email addresses available to other reputable organizations whose products or services we think you may find interesting.
- **Cookies:** Like many websites we use "cookies" to enable us to remember your password, to help us identify the portions of our Site that may be the most relevant for your needs, and to help us identify other products or services that may be of interest to you or others. A cookie is a small piece of information that a website can store on your web browser and then retrieve at a later time. We use cookies to track the portions of our Site you visit. However, we do NOT use cookies to examine your surfing behaviour before or after you leave our Site. There are products commercially available that are designed to help you disable cookies. Although we want you to be aware that such products exist, please note that if you choose to use them the Site may not function correctly.
- **Email Communications:** We use your email address to contact you to respond to your inquiries or to provide information on products or services to you. To help us determine whether you have received an email from us, and to help us make emails more useful and interesting, we may receive a confirmation that you have opened an email from us.
- **Child Privacy:** We do not knowingly solicit or receive information from children under the age of 18.

Restrictions on Disclosing Information to Third Parties

We are not in the business of selling your Personally Identifiable Information to others. We do not reveal Personally Identifiable Information about you to unaffiliated third parties, unless: (1) you request or authorize it; (2) the information is provided to help complete a transaction for you; (3) the information is provided to comply with the law, applicable regulations, court orders or subpoenas, to enforce our Terms of Use or other agreements, or to protect our rights, property or safety or the rights, property or safety of our users or others (e.g., to a consumer reporting agency for fraud protection etc.); (4) the disclosure is done as part of a purchase, transfer or sale of services or assets (e.g., in the event that substantially all of LM Trac UK's assets are acquired by another party, customer information may be one of the transferred assets); or (5) the information is provided to our agents, outside vendors or service providers to perform functions on our behalf (e.g., analysing data, providing marketing assistance, providing customer service, etc.). We may also gather aggregated data about you and disclose such aggregated (but not personally identifiable) information to third parties for promotional or other purposes.

Although we may send marketing offers on behalf of other businesses and ourselves to you from time to time, we do not give those unaffiliated businesses your Personally Identifiable Information except as described in our Privacy Policy.

Security Procedures to Protect Information

We maintain numerous security standards and procedures to help prevent unauthorized access to confidential information about you. We update and test our security technology on an ongoing basis. We have procedures limiting employee access to Personally Identifiable Information to those employees who have a business reason to know such information about you.

Inapplicability of Privacy Policies of any Linked Sites or Other Parties

LM Trac UK's Site may contain links to other sites such as affiliates, subsidiaries or other third party distributors and sales representatives. This Privacy Policy addresses LM Trac UK's use and disclosure of your Personally Identifiable Information collected on our Site. While we try to link only to sites that share our standards and respect for privacy, we are not responsible for the privacy practices of any third parties or the content of linked sites, although we encourage you to read the applicable privacy policies and terms and conditions of such parties or websites.

Terms of Use, Notices and Changes to Our Privacy Policy

In the event of any conflict between the terms and conditions of this Privacy Policy and the Terms of Use, then the Terms of Use shall control.

As our business changes, this Privacy Policy and the Terms of Use are expected to change from time to time, and we reserve the right to change the Privacy Policy and Terms of Use at any time. The use of your information is subject to the Privacy Policy and Terms of Use in effect at the time of use. The provisions contained herein supersede all previous notices or statements regarding our privacy practices with respect to this Site. We may email periodic reminders of our notices and terms and conditions and post any changes to the Privacy Policy and the Terms of Use on our Site. We encourage you to check our Site frequently to see the current Privacy Policy and Terms of Use in effect and any changes that may have been made to them.