

EI Privacy Policy

Effective Intelligence (EI) is committed to protect the privacy and information of Web users accessing EI websites. We are committed to protecting any of your information that you provide to us while visiting any of our sites.

Please read our privacy policy carefully to understand how we will treat your personal information. We reserve the right to change our privacy policy to meet changing requirements and will publish such changes and notify you on our Internet site if there is a change in our privacy practices.

EI's privacy policy covers:

- What information we collect from you and how we use your information
- With whom do we share your information
- What cookies are and how they are used at our sites
- What kind of security EI uses to protect your personal information and third party sites
- How you can opt-out of receiving information about EI products and services
- The type of security procedures that are in place to protect the loss, misuse, or alterations of information under EI's management

When you visit the EI web site to obtain information on our products or services, personal information may be required in order to process the request. This information may include your title, name, email address, mailing address, work phone number, job description and other information. We capture this information to ensure that we can contact you and provide information on our services. EI may also use this information to update our marketing database.

Personal information is any and all of the information specific to you that you provide us over the Internet and which you enter on the online registration forms requesting information. Certain information, such as passwords and email addresses, may be collected in order to verify your, or your company's, identity and confirm currently stored information in our record system.

Disclosure of information

EI cannot ensure that all your personal identifiable information will never be disclosed in ways not described in this Privacy Policy. We may be required to disclose the information to government or by court order under certain circumstances, or other situations may arise requiring such disclosure and we in our sole discretion believe necessary or appropriate.

Security

To prevent unauthorised access, maintain data accuracy and ensure the appropriate use of information, we have established appropriate physical, electronic and managerial procedures to safeguard the information you provide to us.

EI has implemented industry acceptable security measures to protect against the loss, misuse or alterations of the information under our control by unauthorised third

parties. All EI databases are backed up regularly and our online services do not allow anonymous or otherwise unauthenticated access at any time.

No data transmission over the Internet can be guaranteed 100% secure, and EI does not warrant that your information will be absolutely secure. Any transmission of data on or through the use of any of EI's websites is at your own risk.

Third party sites

The EI online Privacy Policy applies only to personal information collected at EI web sites. EI web sites may contain links to other web sites. Please be advised that EI is not responsible for the privacy policies and practices of any of these sites. We encourage you to read the privacy policy for any site that requests personal information from you.

Anti-spam policy

EI will never provide your email address collected on our websites to third parties for purposes of email spamming. You will never be sent unsolicited advertisements - only messages from EI to which you have subscribed and to which you may unsubscribe at any time.

Opt-out

EI will offer the user the opportunity to opt-out of receiving communication from us at any point where we request information about you. This can be done by way of cancellation using the "unsubscribe" facility.

Cookies

Cookies are small pieces of data that allow the EI web server to recognise you. Cookies are issued by a specific web server, stored in your web browser and can only be read by the issuing server.

We use cookies to save your email and username so you don't have to re-enter it each time you visit our site. We may also use cookies to customise your preference settings for future return visits. This is also to facilitate speedy service to you, and enhance your experience on our web site. At no point in time will any of your personal information be stored in a cookie.

General

This Privacy Policy is incorporated into and subject to the terms and conditions of the EI Terms and Conditions.

Contact information

Should you have any questions about this privacy statement, the practices of this site or your dealings with this web site then please contact the webmaster.