

## PRIVACY POLICY

Effective *June 2, 2008*

Updated *June 2, 2008*

### 1. OUR COMMITMENT TO PRIVACY.

This Privacy Policy ("Privacy Policy") sets forth Kenet, Inc.'s ("Kenet", "we" or "us") policies regarding the collection and use of information provided through Kenet's Web site, [www.kenetinc.com](http://www.kenetinc.com) (the "Site"). Please read our Privacy Policy carefully so that You understand exactly what information we collect about You during Your visit to the Site, how we may use Your personal information, the choices You have about how we use Your personal information, and how we protect that information. By using the Site, You are accepting the practices described in this Privacy Policy. For the purposes of this Privacy Policy, "You" or "Your" shall refer to you as a User.

It is Your responsibility to submit accurate information to the Site. If You prefer that we not collect any personally identifiable information from You, please do not provide us with any such information. When You submit Your personally identifiable and other information on the Site, You hereby consent to the collection, use and disclosure of such information as set forth in this Privacy Policy.

### 2. THE INFORMATION WE COLLECT AND HOW WE COLLECT IT.

**a. Information You Provide.** Generally, You may browse our Site without providing any personally identifiable information. However, we may ask that You provide information, including, without limitation, personally identifiable information, at various times and locations on this Site. For example, if You decide to contact technical support at Kenet via the Site, You will be asked to provide information such as Your name, company name, job title, e-mail address, address and phone number. We may collect and store any personal information You enter on the Site.

**b. Information Collected Automatically.** When You visit the Site, we store Your IP address and monitor Your activity on the Site. This information will not be stored in a manner that is personally identifiable with You. Also, in connection with Your visit to the Site, we may collect and disclose various categories of non-personally identifiable information, including, without limitation, aggregated statistics generated from visitors to our Site ("Users"). Any such information disclosed to unrelated third parties will not contain Your personally identifiable information.

We use "cookies" to help You access and navigate the Site more efficiently and to statistically monitor how many people are using the Site. A "cookie" is a small file or tool stored on the User's hard drive containing information that allows us to deliver customized information to You. You may set Your browser to notify You of or decline the receipt of cookies; however, certain features of the Site may not function properly or be available if Your browser is configured to disable cookies.

Kenet uses both "session" and "persistent" cookies on this Site. Session cookies are temporary bits of information that are erased once You exit Your web browser or turn off Your computer. Persistent cookies are more permanent bits of information that are placed on the hard drive of Your computer and stay there unless You delete the cookie. They store information on Your computer for a number of reasons, such as retrieving certain information You have previously provided (i.e., username and password), helping to determine what areas of the Site You find most valuable, and customizing the Site based on Your preferences on an ongoing basis. Persistent cookies placed on Your computer by this Site do not store any personal information.

**c. Information Collected by Third Parties.** We may allow third parties to display advertisements on the Site. Kenet and these companies may use tracking technologies, such as cookies, to collect information about Users who view or interact with these advertisements and connect to the Site. We do not provide any personal information to these third parties.. This information allows Kenet and these companies to deliver targeted advertisements and gauge their effectiveness. Some of these third party companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt-out of advertisements targeting from member companies.

**d. Emails You Send to Kenet.** When You send an email to Kenet, either through the “Contact Us” area of the Site or otherwise, Kenet may retain Your email address and the contents of the email You send. This Privacy Policy does not apply to content, business information, ideas, concepts or inventions that You send to Kenet by email. Please refer to our Terms of Use for our policy with respect to such information. If You want to keep any information private or proprietary, please do not send such information in an email or otherwise post such information to Kenet.

### **3. THE WAY WE USE INFORMATION.**

When You provide us with Your personally identifiable information, we may use such information to facilitate communication with You, notify You of features or special events, and provide You with other information we feel may be of interest to You. We also use information we collect to customize, analyze, adjust and improve the Site to meet our Users' needs and expectations. We use the information to enforce our agreements with You, to prevent fraud and other prohibited or illegal activities and for other legally permissible purposes.

### **4. WITH WHOM WE SHARE YOUR INFORMATION.**

Except as otherwise provided in this Privacy Policy, we will not give, share, sell, or trade Your personally identifiable information to or with any third parties in any way other than under the following circumstances:

**a. Affiliates.** We may share Your personally identifiable information with our affiliates who may use Your information for purposes similar to the purposes for which we collect such information. We require all such companies to comply with the terms of our Privacy Policy.

**b. Fulfillment of Services.** We may retain other companies and individuals to perform functions consistent with our Privacy Policy on our behalf. Examples include sales representatives, customer support specialists, Web hosting companies, fulfillment companies (e.g., companies that fill product orders or coordinate mailings), data analysis firms, payment services firms and email service providers. Such third parties may be provided with access to personally identifiable information needed to perform their functions, but may not use such information for any other purpose.

**c. Compliance with Law and Fraud Protection.** We may disclose any information, including, without limitation, personally identifiable information, we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request. We may also exchange information, including, without limitation, personally identifiable information, with other companies and organizations for credit fraud protection, risk reduction and related activities. Kenet reserves the right to disclose personally identifiable information for a User who we believe is in violation of our Terms of Use, even without a subpoena, warrant, or other court order.

**d. Sale or Transfer of Information.** In the event of a sale, merger, liquidation, dissolution, or sale or transfer of substantially all of the assets of Kenet, personal Information and/or other information

collected about You from the Site may be sold, assigned, or transferred to the party acquiring all or substantially all of the equity and/or assets of Kenet in order to permit the party to continue the operation of the Site. Subject to Your ability to opt-out, by using this Site and submitting Your information to us, You consent to the sale and transfer of Your information as described in this paragraph.

Except as described above, we will not disclose Your personal information to other third parties unless You have provided consent.

## **5. THIRD-PARTY LINKS.**

We may provide links to third-party Web sites as a service to our Users. Please be aware that we cannot control and are not responsible for the information collection practices of such Web sites, which may differ from those of Kenet. We encourage You to review and understand the privacy policies of these Web sites before providing any information to them.

## **6. YOUR RIGHTS, OUR OBLIGATIONS.**

Kenet respects the privacy of Your personal information. If You tell us that You do not wish to have this information used as a basis for further contact with You, we will respect Your wishes. You can also choose not to provide us with certain information, but that may result in You being unable to use certain features of the Site.

You may instruct Kenet to stop sending You certain promotional materials (e.g., e-mail messages, catalogues, postcards and letters) by following any unsubscribe instructions provided in those materials.

If You wish to speak to a representative about Your privacy choices, please call: **781-497-0060**.

You may also write to us at:

### **Kenet, Inc.**

300 Unicorn Park  
Woburn, MA 01801  
Attention: Privacy Administrator

## **7. DATA SECURITY.**

We maintain a variety of physical, electronic, and procedural safeguards designed to protect Your personal information from unauthorized access and disclosure. For example, we use accepted tools and techniques to protect against unauthorized access to our systems. You should be aware that Kenet has no control over the security of other sites on the Internet You might visit or interact with even when a link may appear to said site from ours.

We want You to feel confident using the Site. However, no system can be completely secure. Therefore, although we take steps to secure Your information, we do not promise, and You should not expect, that Your personal information, searches, or other communications will always remain secure. In the event of a breach of the confidentiality or security of Your personal information, we will notify You as necessary so You can take appropriate protective steps. We may notify You under such circumstances using the e-mail address(es) we have on record for You, and if You did not provide an e-mail address, by regular mail. Users should also take care with how they handle and disclose their personal information. Please refer to the Federal Trade Commission's website at

<http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect Yourself against identity theft.

## **8. OUR SITE IS NOT FOR USE BY CHILDREN.**

The Site is a general audience site, and we do not knowingly market to, solicit information, or accept service from children under the age of 13. If a child under 13 submits information about themselves to us through any part of our Site, and we become aware that the person submitting the information is a child, we will attempt to delete this information as soon as possible. We require that only persons 18 years of age or older use our Site. By using the Site, You hereby represent that You are at least 18 years old.

## **9. CHANGES TO THIS PRIVACY POLICY.**

We will occasionally update this Privacy Policy to reflect changes in our practices. When we post changes to this Privacy Policy, we will revise the Effective Date at the top of this Privacy Policy. We recommend that You check the Site from time to time to inform Yourself of any changes in this Privacy Policy or any of our other policies.

## **10. QUESTIONS ABOUT THIS PRIVACY POLICY.**

If You have questions or concerns about this Privacy Policy or request that we not use Your personal information for a particular purpose, please contact us. We try to answer all inquiries within a reasonable time, but may not always be able to do so.

## **11. OTHER INFORMATION ABOUT OUR PRIVACY PRACTICES.**

**a. California Residents.** If You are a resident of California, in addition to the rights set forth in this Privacy Policy, You have the right to request information from us regarding the manner in which we share certain categories of personal information with third parties for their direct marketing purposes. As stated above, we do not share such information with such parties.

**b. Visiting Our Websites from Outside the United States.** Our Site is hosted in the United States. Our Site is governed by United States law. If You are visiting the Site from outside the United States, please be aware that Your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in Your country. By using our Site, You consent to Your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this Privacy Policy.

**c. No Rights of Third Parties.** This Privacy Policy does not create rights enforceable by third parties.

### **Kenet, Inc.**

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Woburn, MA 01801  
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<http://www.kenetinc.com>