

# SIGNAL COMMUNICATIONS CORPORATION (SigCom)

## **Privacy Statement**

Effective: December 1, 2005

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### **Our Commitment to Privacy**

Your privacy is important to SigCom. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

### **Sites Covered by this Privacy Statement**

This Privacy Statement applies to all SigCom owned websites and domains.

**Links to non-SigCom websites** - The SigCom websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the SigCom website. SigCom does not control those sites or their privacy practices, which may differ from SigCom's. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the SigCom's Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with SigCom; that sharing is governed by that third-party company's privacy policy.

### **Our Commitment to Children's Privacy**

SigCom is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. SigCom does not knowingly collect information from children under the age of 13 and SigCom does not target its websites to children under 13.

### **Types of Information we collect**

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

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**Personal information** is information that is associated with your name or personal identity. SigCom uses personal information to better understand your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with SigCom. We take seriously the trust you place in us. SigCom will not sell, rent or lease your personal information to others.

On some SigCom websites, you may be able to order products or services, apply for credit, request information, subscribe to marketing or support materials, register yourself or your SigCom products, or apply for a job at SigCom. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information, contact preferences, educational and employment background, and job interest data. If you apply for credit, we will ask you to provide additional information such as salary, social security number, credit references and banking information. This information will be used by our financial services providers in determining whether to extend you credit.

To personalize our websites, services or communications and improve our products and services, we may also ask you to provide us with information regarding your personal or professional interests, demographics, and experiences with our products or services. Providing this additional information is optional.

**Non-personal information** is data about usage and service operation that is not associated with a specific personal identity. SigCom collects and analyzes non-personal information to evaluate how visitors use the SigCom websites.

Non-personal data we collect may include the pages visited on the SigCom websites, unique URLs<sup>1</sup> visited within SigCom.com, browser type and IP<sup>2</sup> address. Most non-personal data is collected via cookies or other analysis technologies. SigCom.com Web pages may use cookies, Web beacons and other technologies for data analysis and personalization services.

## **How We Use Your Information**

SigCom uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize some SigCom websites. Occasionally we may also use your information to contact you for market research regarding SigCom products or services. We will give you the opportunity to choose your privacy preferences regarding such communications (see the section entitled "Your privacy preferences and opting out"). Credit card information is used only for payment processing and fraud prevention. Sensitive personal information is collected only to facilitate our financial service providers' credit decisions and will be shared with them only with your permission. Credit card information and sensitive personal data are not used for any other purpose by our financial services providers or SigCom and will not be kept longer than necessary for providing the services.

Personal data collected online may also be combined with information you provide SigCom through other sources such as product registration, call centers or public events such as trade shows or seminars.

Personal data given to SigCom may be transferred across state and country borders for the purposes of data consolidation, storage and simplified customer information management.

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Non-personal data is aggregated for reporting about SigCom website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

### **Who We Share Information With**

SigCom will not sell, rent or lease your personal information to others. SigCom will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. SigCom shares customer information across SigCom-owned business entities and companies working on our behalf, but only as described above in "How we use your information."

SigCom contracts with third-party service providers and suppliers to deliver complete products, services and customer solutions described in "How we use your information." Suppliers and service providers are required to keep confidential the information received on behalf of SigCom and may not use it for any purpose other than to carry out the services they are performing for SigCom. These service providers may change or we may contract with additional service providers to better accommodate our customers. SigCom will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

SigCom or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, SigCom will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

### **Your Choices**

SigCom gives you the choice of receiving a variety of information on new products, special promotions or upcoming events. You can choose to receive this information as part of your registration process. This option does not apply to communications for the purpose of administering order completion, contracts, support, product safety warnings or product updates.

### **Our Commitment to Data Security**

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

### **How You Can Access or Correct Your Information**

You can access all your personally identifiable information that we collect online and maintain, by contacting SigCom either by email ([customerservice@sigcom.com](mailto:customerservice@sigcom.com)) or by letter sent to Signal Communications Corporation, P.O. Box 2588, Woburn, MA 01888. We use this procedure to better safeguard your information.

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

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## How To Contact Us

Should you have other questions or concerns about these privacy policies, please call us at 781-933-0998, send us an email at [customerservice@sigcom.com](mailto:customerservice@sigcom.com) or write to the following address:

Signal Communications Corporation  
Privacy Department  
P. O. Box 2588  
Woburn, MA 01888

<sup>1</sup>A URL (Uniform Resource Locator) is the global address of documents and other resources on the World Wide Web. For example, <http://www.SigCom.com> is the URL for SigCom's U.S. home page.

<sup>2</sup>An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol (TCP/IP) network, such as the World Wide Web. Networks use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web, allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet, browse and shop.