

# Privacy Policy of Exceptional Innovation, LLC

## Exceptional Innovation's Privacy Policy

Exceptional Innovation's privacy policy covers the collection and use of your personal information that may be collected by Exceptional Innovation any time you interact with Exceptional Innovation, such as when you visit our website, when you register your Exceptional Innovation products, or when you call us for support. Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is an important concern at Exceptional Innovation, and we take steps to protect it.

## Why we collect personal information

Why do we collect your personal information? Because it helps us deliver a superior level of customer service. It enables us to provide software updates, critical fixes, and other improvements to our products. It also helps us monitor quality issues with our dealers, installers and technicians.

## What information we collect

There are a number of situations in which your personal information may help us give you better service. For example, we may ask for your personal information when you're requesting maintenance, so that we can send a technician to assist you. We may collect personal information relevant to the situation, such as your name, mailing address, phone number, email address and information about the Exceptional Innovation products you own, such as their product numbers. Product numbers and related information help us combat fraud and track service issues. We may also collect information for market research purposes — such as what functionality you want in your products — to gain a better understanding of our customers and thus provide more valuable service.

Some information is collected automatically, such as log files and cookies when you visit our website. We use this information to better track user trends and to improve our website. Exceptional Innovation automatically receives and records information on its server logs from your browser, including your IP address and pages you request. We also obtain device-specific information from your computer, network and network devices that do not contain personally identifiable information. We collect this information and data regarding your hardware and software to implement certain updates and technical support features.

## When we disclose your information

Exceptional Innovation takes your privacy very seriously. Be assured that Exceptional Innovation does not sell or rent your contact information to other marketers. There are also times when it may be advantageous for Exceptional Innovation to make certain personal information about you available to companies that perform work for Exceptional Innovation, such as installers and maintenance technicians. These companies are also obligated to protect your personal information in accordance with Exceptional Innovation's policies. Without disclosing certain information about you, it would be difficult for you to receive effective customer service.

At times we may be required by law or litigation to disclose your personal information. We may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary. We may also use your information to help protect us against fraud or other criminal activity, or to help enforce the terms of your agreements with us, such as an End User License Agreement. Finally, we may also share your personal information with a third party if Exceptional Innovation is acquired by or merged with another company, or enters into negotiations regarding same. The information disclosure would be subject to confidentiality restrictions.

**How we protect your personal information**

Exceptional Innovation takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

**Our companywide commitment to your privacy**

As we said, Exceptional Innovation takes protecting your privacy very seriously. To make sure your personal information is secure, we communicate these guidelines to Exceptional Innovation employees and enforce privacy safeguards within the company. And we do not knowingly solicit personal information from minors or send them requests for personal information.

Exceptional Innovation's website has links to the sites of other companies. Exceptional Innovation is not responsible for their privacy practices, and we cannot vouch for the accuracy or safety of content contained on such websites. We encourage you to learn about the privacy policies of those companies.

**Privacy questions**

If you have questions or concerns about Exceptional Innovation's Privacy Policy or the ways we collect and use personal information, please [contact](#) us.

Exceptional Innovation may update its privacy policy from time to time. When we change the policy in a material way a notice will be posted on our website along with the updated privacy policy.

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Westerville, OH 43082 Last updated July 25, 2006

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