

Privacy Statement

Exponent IP is firmly committed to privacy, the responsible use of information, the need to safeguard the privacy of our clients and visitors to our website, and to maintaining compliance with privacy legislation.

This statement sets out Exponent IP's privacy policy for the use and holding of personal information that is provided to Exponent IP by you.

What information do we gather?

The type of client/visitor information Exponent IP collects generally includes a name, work address, telephone numbers, e-mail address and any other relevant contact details which you have communicated to us by whatever means whether by e-mail, through this website or otherwise. We may also collect information about the use of our products and services, any preferences that we are told about, or information that is submitted voluntarily to us, such as requests for further information in a specific area of interest, an on-line survey or registration for a conference or event.

Information may also be indirectly collected through the Exponent IP Internet access logs or cookies. This occurs automatically when you access exponentip.com. This information is used to enhance your visit to our site. It does not personally identify you and we do not collect sensitive information, such as your political or religious beliefs, ethnic background or sexual preference.

What are 'cookies'?

Cookies are the tools that give websites a sense of memory, allowing them to recognize one user's computer session from another. For example, this site uses cookies to count the number of visitors to our site.

Use of cookies on this site

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk, so that the website can remember which computer you are using to visit the site. A cookie typically contains the name of the domain from which the cookie has come, the 'lifetime' of the cookie, and a value - usually a randomly generated unique number.

When you visit our site we send you a cookie, which is used in the following ways:

- to help us recognize your computer as a unique visitor (not just a number); so, if you are requesting publications from various parts of this site, the cookie can memorise your shopping list for you and put it on your order form.
- to compile anonymous, aggregated statistics that allow us to understand how visitors use our site, and to help us improve the structure of our site. We cannot identify you personally in this way.

How to refuse the use of cookies

You may wish to decline any cookies sent from our site to your computer. Some Internet browsers accept cookies automatically. You may need to adjust your browser settings so that you have the option to decline any cookies. Deleting any cookies that have been installed in the cookie folder of your browser is easy, select 'cookies' in your browser's 'Help' function for information on where to find your cookie folder. If you do not wish to accept cookies sent from this site, but are unable to delete them from your browser, you should leave this site immediately. You can learn more about cookies here: www.allaboutcookies.org.

Why does Exponent IP collect this information? How do we use it?

The personal information that is provided by or obtained from you is used and/or held by us for maintaining our records and in order that we can communicate with you.

We need to communicate with you to respond to any requests for information you make and to provide any specific service you request. We may also use the information you provide to send you information which we believe may be useful to you, including newsletters, briefing notes and updates, and invitations to our seminars and other events. If you do not wish to receive this information please send an e-mail to webmaster@exponentip.com.

Exponent IP may develop aggregate anonymized (ie, not individual) reports which incorporate some of the information provided by clients/visitors. The reports are for the use of our business for research purposes only. Such reports will not include any personally identifiable information.

By providing personal information through this site, such as forms requesting publications or additional information, you are indicating your consent to our obtaining personal information from you and to the holding and use of the personal information that is provided by or obtained from you in accordance with this policy. All personal information is processed in accordance with the principles of data protection contained in the UK Data Protection Act 1998 and Directive 95/46/EC.

If, at any time, you receive unsolicited material and no longer wish to receive such material or you wish to change, update or remove all or any of your personal information, please see 'Correcting and updating your profile' below.

Transmitting personal data over the Internet

If you have been directed to this statement you are reading one of our communications over a non-secure Internet connection. Any personal data you may supply will be transmitted via the Internet, so we are not in a position to guarantee its security in transit to us. On receiving it we will process it in accordance with our privacy policy.

Disclosure of personal information

Exponent IP will not sell, rent, trade or otherwise supply to third parties any personal information obtained from clients.

We will not disclose any personal information provided unless you have authorized us to do so, or if we are required to do so by law. Please note that if at any time Exponent IP is required by law to release information about you or your organization, Exponent IP will co-operate fully with the relevant authorities.

Keeping your personal information secure

Exponent IP has security measures designed to protect against the loss, misuse and/or alteration of the information under its control. These include:

- secure computer storage facilities
- firewalls – these are designed to prevent others from accessing confidential data.

Correcting and updating your profile

To help us keep our databases up-to-date we would be grateful if you would let us know as soon as any of your contact details change or if you notice any inaccuracies in them.

Exponent IP gives individuals the following options for accessing and modifying information previously provided:

- a) where you communicate personal information to us through this website, you may gain access to the

information that Exponent IP has collected about you by contacting the person named as contact on the relevant Web page.

b) by e-mailing us at webmaster@exponentip.com to make any changes or have any enquiries answered.

We will not charge for responding to any such request to access the information that Exponent IP has collected about you, unless we incur costs in providing the information, in which case we will tell you what the fee is in advance of providing the information.

Scope of the policy

Please note, this Privacy Statement does not apply to actions, processes or policies of Exponent IP that are directly related to employee records of current or former employees.

Changes to the policy

Exponent IP will update this privacy statement as required. If changes to our policy do occur, they will be posted on Exponent IP's website so that those affected are always aware of the type of information collected, how the information may be used, and under what circumstances and to whom it may be disclosed by Exponent IP.

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