

Applied Privacy Policy

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What information do we collect online?

- Several areas of our site allow you to make inquiries or request literature by filling out and submitting an online form.

The information you submit includes company information including address and contact information, user information, including fax and email, comments and survey responses.

How we use the information we collect

In order to make improvements to our site, we may gather information that helps show how customers use the site. For example, we might do research to determine which areas are accessed most frequently. This information is analyzed only in aggregate and not at the individual level. Personal information, such as your name and email address, is not included in the analysis.

The information we gather when you visit our site may be used in aggregate to improve the products we offer you. In the end, we hope this information will help us build a richly dynamic website that not only fulfills all your industrial product needs, but also provides an easy-to-use interface and an overall enjoyable shopping experience. In effect we want to tailor our website so that you receive more of what you want from us and less of what you don't want.

Our website is designed to build HTML pages dynamically and according to account information. Therefore, the information that is stored within our databases is retrieved so that only those registered and authorized users have access to your account information. Email information is requested so that we can email you a confirmation of your order. All other data is only used for transaction processing within business context as implied between buyer and seller agreements.

Cookies – what they are and how we use them

A cookie is a small file stored on your computer by a Web site to give you a unique ID. Cookies help make it easier for you to use our site, and they help us provide you with the information you need – when and where you need it.

How we use email

After you place an order on our site, you will receive an email confirmation of your order placement. You will receive these emails only if you have provided your email address during checkout or as part of registering with the site.

In addition, we may use email for providing you with information on promotions, outages and other events. Please note that we do not sell or share email addresses with other companies. We do use email as a means of receiving feedback from our customers.

Links

This Site contains links to other sites that are not owned, maintained or operated by Applied. Applied is not responsible for the content of any linked site or the use of any information collected from you by such sites.

Linked sites are not subject to this Privacy and Security Policy. The inclusion of a link from or to this Site does not imply recommendation or sponsorship and Applied disclaims any liability for such links.

Security

The importance of security for all personally identifiable information associated with our guests is of utmost concern to us. We exercise great care in providing secure transmission of your information from your PC to our

servers. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, Applied can't ensure or warrant the security of any information you transmit to us or from our online products, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems. Ultimately, you are responsible for maintaining the secrecy of your passwords and any account information.

Updates

Applied may update this policy from time to time. Updates will be posted on the site and will be effective as of the date of posting. We ask that you check the site periodically for updates to this and other policies.