

# Knewco Privacy Policy Statement

## Introduction

This privacy policy is designed to inform users of Knewco's website and services (the "Service") about how we gather and use personal information of our users, and in what circumstances Knewco will disclose such information.

Knewco respects the privacy of visitors to our site. Please read this privacy policy carefully so that you understand our privacy practices relating to information we gather through this web site. If you have any questions about this policy, please contact us at [info@knewco.com](mailto:info@knewco.com).

Knewco will take reasonable steps to protect user privacy consistent with the guidelines set forth in this policy and with applicable US laws (and also, where relevant, with EU guidelines and directives). In this policy, "user" or "you" means any person viewing any page of the Service.

## What Personal Information Do We Collect?

*User Information:* If you register as a user of the Service, Knewco collects your email address and name. In addition, you may choose to submit an electronic business card with additional information of your choosing, such as address and telephone number. Collectively, this information is called "User Details".

*Research Information:* If you choose to use the Service, the Service will automatically record information about your use of the Service, the information you input in connection with information retrieval and association, and the Knowlets™ that are generated ("Research Information"). Your Research Information is confidential to you and will not be disclosed to any third party without your consent or as expressly permitted by this Privacy Policy.

*Cookies:* When you use the Service, a small file called a cookie is placed on your hard drive. Knewco uses cookies to obtain anonymous information such as the number of visits to the Service that a certain user has made, the movement of the user through the Service, and the searches and Knowlet Space calculations that the user conducts on the Service. We may also use electronic images known as "clear GIFs" that allow us to track general user traffic patterns, and other usage data including your IP address, the time, and information about the page you requested. Collectively, this information is "General Usage Data".

## How Do We Use the Information We Collect?

*User Information:* Knewco will use User Details to better target product information and advertising you may see when using the Service and we also may send general information about Knewco services to our users.

*Cookies:* Knewco uses persistent cookies to link users to their registration information, which allows our system to confirm a user's identity. Knewco also uses that information to track service selections, and save passwords so that

users do not have to log in each time they visit the Service.

*Aggregated Information:* We use User Details, Research Information and General Usage Data in aggregated form to understand our user base and to enable us to improve the Service for our customers. User access to the Service is free and is supported by paid content (product information) and sponsorships.

*General Usage Data:* We use these tracking technologies for a variety of purposes, including keeping count of return visits to our Service, accumulating and reporting aggregate, statistical information on use of the Service to our sponsors and customers, and determining which features visitors like best to help us improve our content and web site, personalize your user experience, and measure overall site effectiveness.

## **What Information Do We Disclose to Third Parties?**

### *Disclosure of Anonymous, Aggregated Information*

We aggregate user information and may disclose such information in a non-personally identifiable manner to sponsors and other third parties for marketing, promotional, and other purposes. Knewco also discloses aggregated user statistics in order to describe the Service to prospective customers and partners, and other third parties, and for other lawful purposes. We may provide summary reports to our sponsors and marketing partners, based on our analysis of General Usage Data. This aggregated information is anonymous and does not disclose to third parties any specific details of any searches conducted or Knowlets established, nor any User Details about the individual users who used the Service.

### *Disclosure of Personal Information*

Knewco will not disclose personal information to any third parties unless you have given your consent. However, Knewco may disclose any information Knewco collects in connection with the Service

- a. to any successor to Knewco's business as a result of any merger, acquisition or similar transaction; and
- b. to any law enforcement or regulatory authority, to the extent required by law or if in Knewco's reasonable discretion disclosure is necessary to protect Knewco's legal rights or to protect third parties.

## **How Can You Opt Out of Use and Disclosure of Your Information?**

If you have provided us with your name and email address and wish to no longer receive any further communications from us, email us at [info@knewco.com](mailto:info@knewco.com) and your user details will be promptly deleted. To contact us regarding any other privacy issue, please send an email to [info@knewco.com](mailto:info@knewco.com). Information provided to us by you is, however, subject to disclosure pursuant to any applicable laws.

## **Access and Updating of Information**

Knewco is happy to allow users to review, amend, or delete their user information, at any time and as often as necessary. Users who wish to make such

changes, who are experiencing problems with the Service, or who have questions about how the Service works, can send an email to: [info@knewco.com](mailto:info@knewco.com).

## **General**

*Links:* The Service contains links to other websites. Knewco is not responsible for the privacy practices or the content of those sites. Users should be aware of this when they leave our site and review the privacy statement of each web site they visit that collects information. This Privacy Policy applies solely to information collected by this Service.

*Business Transfers:* We are always seeking to improve our Service and our business. If all or part of Knewco is sold, merged or otherwise transferred to another entity, the user Details that you have provided to us along with General Usage Data may be transferred as part of that transaction. In these circumstances, Knewco will request and expect that the information be used by its successor in a manner that is consistent with the Knewco Privacy Policy in effect at the time Knewco received the information.

*Amendments:* Knewco may modify or amend this policy from time to time – the Web is an evolving medium. If we make any material changes, as determined by Knewco, in the way in which information is collected, used or transferred, we will notify you of these changes on our site(s) or by e-mail and provide a link to the new privacy policy statement. If you object to any of the changes, you can have us delete your information from our database by contacting us at this email address: [webmaster@knewco.com](mailto:webmaster@knewco.com)

*Service Visitors from outside the United States:* Knewco and its servers are located in the United States and are subject to the applicable state and federal laws of the United States. If you choose to access the Service or become a user, you consent to the use and disclosure of information in accordance with this privacy policy and subject to such laws.

## **Enforcement**

If you believe that Knewco has not complied with this Privacy Policy, or if you have any other complaint with regard to collection, use or disclosure of personal information by Knewco, you may send a written notice of complaint to:

Knewco  
733 Falls Grove Drive, Suite 9130  
Rockville, MD 20850  
USA  
Attention: Albert Mons  
E-mail: [info@knewco.com](mailto:info@knewco.com)

Knewco will investigate your complaint and respond to you promptly.

Effective Date of this policy: September 1, 2008