



Privacy Policy

This Privacy Policy sets out the approach taken by Elektromotive Limited ("Elektromotive", "we", or "us") to the personal information of subscribers and visitors to its website "www.elektromotive.com" ("the Site"). By browsing the Site and the service within it ("the Service"), you ("You") agree that Your personal data will be dealt with in accordance with this privacy policy.

Privacy and confidentiality are at the heart of the Service. We treat personal information acquired from You seriously and make every effort to comply with our obligations under the Data Protection Act (1998). Additionally, we understand the importance of maintaining the confidentiality of any information stored about You while using the Site. We respect Your privacy – Elektromotive's entire service ("the Service") depends on treating personal information properly, in the strictest confidence and with sensitivity.

You may ask us to remove any information that Elektromotive stores about You, at any time, by sending us an e-mail stating in the subject heading, "Remove Details".

Other than as provided for in clause 1.2 below, the definitions and interpretations contained in our General Terms and Conditions shall apply to these Terms also.

1. Information Collection and Use

- 1.1. We collect personal information when you register for an account, when you use certain services, when you visit certain Site pages.
- 1.2. When you register with us, we may ask for your name, email address, birth date, gender, post code, occupation, industry, and personal interests. Once you register with us and sign in to our services, you are not anonymous to us.
- 1.3. Contact and other details about You that You supply as part of the registration process are stored securely by us and are used to provide You with the Services and information as set out in the Site. You have chosen to provide us with this information and we will not use that information for any purpose other than as set out as part of the Services.
- 1.4. We also automatically receive and record information on our server logs from your browser including your IP address, cookie information, software and hardware attributes, and the page you requested.
- 1.5. We use information for the following general purposes to fulfill your requests for services, improve our services, contact you, conduct research, and provide anonymous reporting for internal and external clients. You agree that we may transfer your personal information for the general purposes set out above to any group company.
- 1.6. We do not rent, sell, or share personal information about you with other people or non-affiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:
 - 1.6.1. responding to court orders, legal process, or to any legitimate request by authorities with which we must comply; and
 - 1.6.2. to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, or as otherwise required by law.
- 1.7. We may transfer information about you if we acquire, or are acquired by or merged with, another company. In this event, we will notify you before information about you is transferred and becomes subject to a different privacy policy.

2. Cookies

- 2.1. Cookies are small pieces of information that are stored by Your browser on Your computer's hard drive. Elektromotive's cookies do not contain any personally identifying information, but enable us to identify Your computer when You access the Site and to provide You with a convenient means of access. The Site may from time to time contain links to and from the websites of Elektromotive's partner networks, advertisers and affiliates. If You follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before You submit any personal data to these websites.

3. Edit and Delete Your Information and Preferences

- 3.1. You can edit your Personal Data on Your account at any time.

- 3.2. We will endeavor to correct any material error in your Personal Data that You make us aware of, however we reserve a right to charge a fee for making such change.
- 3.3. We reserve the right to send you certain communications, such as service announcements and administrative messages and other communications relating to our Service, without offering you the opportunity to opt out of receiving them.
- 3.4. You may delete your account by emailing administration@elektromotive.com and confirming your choice to terminate the account.

4. Confidentiality and Security

- 4.1. We have physical, electronic, and procedural safeguards that comply with our legal obligations to protect personal information about you.

5. Posting on Publicly Accessible Areas

- 5.1. You are solely responsible for any personal information that you disclose and disseminate on the Site.
- 5.2. If you have a concern about any personal information you have posted on any publicly accessible areas and are unable to delete or edit it, please contact us at administration@elektromotive.com.

6. Changes to this Privacy Policy

- 6.1. We may amend this policy from time to time. If we make any substantial changes in the way we use your personal information we will notify you by sending a notice to the primary email address specified in your account or by posting a prominent notice on our pages, however You should review this policy on a regular basis to check for any changes made to it.

7. Contact

- 7.1. Questions, comments and requests regarding this privacy policy are welcome and should be addressed to: administration@elektromotive.com.

February 2010