

HDBaseT Privacy Policy

The HDBaseT “Installer Zone” minisite and associated service may collect your identifiable information from you solely to operate the Site as described in the “How We Use Your User Information” section below (collectively the “Site”). We will not sell your identifiable information to advertisers or spammers. We will only share the information we collect from you as described in the section below entitled “How We Share Your User Information.”

We at the HDBaseT **Alliance** respect your privacy and value the relationship we have with you. This Privacy Policy is designed to show you what information about you we collect through the Installer Zone and how we use and share that information.

All terms not defined herein shall have the meaning set forth in the Terms of Use.

Information We Collect About You

When you visit our Site we may collect information regarding your visit from your computer. Such information helps us to determine information about how you found our Site, the date that you visited our Site and search engines that may have led you to our Site. We collect this information in order to continually improve and enhance the functionality of <http://hdbaset.org/installers-wp/>.

Generally, you may provide us with two types of information: Content, which may include Your Information, and Site Usage Information, both of which are discussed in greater detail below.

In order to make your visits to our Site as enjoyable as possible, we may ask you for Your Information. Your Information includes, for example, your name and email address, both of which you are asked to provide when registering with the Installer Zone. Below is a description of some of the ways that you may provide Your Information to us, as well as further details on how we may use such Information.

We don't share your private information with advertisers.

Personnel Information you Provide Us

1. **Sign-Up Information and Member Account.** You provide us with Your Information, such as your name, username, password, email address, territory and industry when you register a Member account with the Site.
2. **Contact Us/Feedback.** If you email us through the <http://hdbaset.org/installers-wp/> "contact us" link on our Site, we may ask you for information such as your name and email address so we can respond to your questions and comments. If you choose to correspond with us via email, we may retain the content of your email messages, your email address and our response to you. In certain cases, and with your permission, we may post content from your emails to us on the HDBaseT Site.
3. **Questionnaires and Surveys.** We may occasionally ask users of our Site to complete online surveys and opinion polls about their activities, attitudes and interests. These surveys help us better serve you and improve the usefulness of the Site. In requesting your participation in these surveys we may ask you to provide you name and email address to us.
4. **User Content.** Our Site offers its users the opportunity to share Content – for instance, on bulletin boards and blogs and in chat rooms. If you choose to use these features, you should be aware that any Information you submit through these features can be read, collected, or used by other viewers of these forums and could be used to send you unsolicited messages. We are not responsible for the Information you choose to submit in these forums.

Use Information

1. **Cookies.** We may use “cookies” on or in connection with our Site to maintain information about you. A cookie is a very small text document, which often includes an anonymous unique identifier. The HDBaseT Alliance employs the use of both “session” cookies and “persistent” cookies. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Site. Persistent cookies can be removed by following your web browser’s directions. A session cookie is temporary and disappears after you close your browser. When you visit our Site, our computer may ask your computer for permission to employ the use of a session or persistent cookie. Our Site will then send a cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits our Site to access the cookies it has already sent to you and not the cookies sent to you by other Sites. Most web browsers can be adjusted to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. However, refusing a cookie may, in some cases, preclude you from using, or negatively impact the display or function of, our Site or certain areas or features of our Site.
2. **IP Address.** Our servers automatically collect data about your Internet Protocol address when you visit us. When you request pages from our Site, our servers may log your IP Address and sometimes your domain name. Our server may also record the referring page that linked you to us (e.g., another Site or a search engine); the pages you visit on our Site; the Site you visit after this Site; other information about the type of web browser, computer, platform, related software and settings you are using; any search terms you have entered on this Site or a referral Site; and other web usage activity and data logged by our web servers (“Site Usage Information”). We use this information for internal system administration, to help diagnose problems with our servers and to administer our Site. Such information may also be used to gather broad demographic information, such as country of origin and internet site provider. We may also link this information with Your Information. Any or all of these activities with regard to the above-described Site Usage Information may be performed on our behalf by our third-party Site providers.
3. You have the right to “opt in” and/or “opt out” (at a later date) of certain of our uses of Your Information. For example, if you are prompted to provide Your Information on our Site or in connection with our communications to you, you may have the opportunity to elect whether you would like to receive such correspondence from us. You can also make this request by sending an email to admin@HDBaseT.org specifying whether: (i) you would like to opt out of receiving promotional correspondence from HDBaseT in general, or just via e-mail, postal mail and/or by phone, and/or whether (ii) you would only like to opt out of certain of our e-newsletters or correspondence.

Please understand that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

How We Use Your User Information

We will use Your Information to respond to your requests and to provide you with our product, services and Site offerings. We may match information collected from you through different means or at different times, including both Your Information and Site Usage Information, and use such information along with information obtained from other sources, including (without limitation) any of our other Sites and third parties. We may send you notices (for example, in the form of emails, mailings, and the like), and otherwise correspond with you, about products, sites, companies, events, sponsored by us and others, that we think might interest you. You may opt out of receiving such notices from us by following the instructions in the section above. In addition, we may analyze user behavior as a measure of interest in, and use of, our Site and emails, both on an individual basis and in the aggregate. We will not share, rent or sell Your Information to other parties, except as provided in this Privacy Policy.

How We Share Your User Information

1. **Site Providers.** We may use third-party partners to help us operate and maintain our Site and deliver our products and Sites. We may also share Your Information and Site Usage Information with our site providers and other third parties (“Affiliated Parties”) that provide products or sites for or through this

Site or for our business (such as Site or database hosting companies, address list hosting companies, communications providers, email Site providers, analytics companies, distribution companies, fulfillment companies, credit card processing companies and other similar Site providers that use such information on our behalf).

Third-party Site providers are contractually restricted from using or disclosing Your Information and Site Usage Information except as necessary to perform on our behalf or to comply with legal requirements, or otherwise subject to the terms of this Privacy Policy.

2. **Aggregate Statistics.** We may disclose non-hourly identifiable aggregate statistics regarding user behavior as a measure of interest in, and use of, our Site and emails to third parties in the form of aggregate data, such as overall patterns or demographic reports, which do not describe or identify any individual user. Information relating to aggregate statistics may be collected through the use of third-party cookies and other third party tracking devices.
3. **Legally Compelled Disclosures.** We may disclose Your Information if required to do so by law or if we believe that such action is necessary to (a) conform to the law, comply with a judicial or court order or comply with legal process served on us or Affiliated Parties; (b) protect and defend our rights and property, the Site, the users of the Site, and/or our Affiliated Parties; or (c) act under circumstances to protect the safety of users of our Site, us, or third parties.
4. **Business Transfer.** We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use Your information you have provided through this Site in a manner that is consistent with this Privacy Policy. If this occurs, we will notify you as described in “Updates to our Privacy Policy”.

Consent to Worldwide Transfer and Processing of Your Data

By providing Your Information to us through this Site, you agree that it may be used by us and our Affiliated Parties for the purposes described herein and you further understand and consent to the collection, maintenance, processing and transfer of such information in and to the United States and other countries and territories, which may have different privacy laws from your country of residence and which may afford varying levels of protection for Your Information. Regardless of the laws in place in these countries, we will treat the privacy of your information in accordance with this Privacy Policy. By providing Your Information to this Site, you consent to our transmission to, and processing of your information in, any jurisdiction, in accordance with this Privacy Policy. to the extent applicable We follow the Privacy guidelines published by the US (http://www.export.gov/safeharbor/eu/eg_main_018365.asp) regarding collection of and transfer of personal information of EU citizens.

Your Access and Correction Rights

You retain the right to decline to submit Your Information through HDBaseT sites, in which case we may not be able to provide certain Sites to you. However, if you choose to provide Your Information to the HDBaseT Alliance, we will provide you with the ability to access, correct, update or delete Your Information you have provided to this Site by emailing admin@HDBaseT.org. Before we are able to provide you with any information or correct any inaccuracies, we may ask you to verify your identity and provide other details to help us to respond to your request.

Third-Party Sites

When you are on this Site you may have the opportunity to visit, or link to, other Sites, including other Sites operated by HDBaseT Alliance or by unaffiliated third parties. These Sites may collect Your Information about you, and because this Privacy Policy does not address the information practices of those other Sites, you should review the privacy policies of such other Sites to see how they treat Your Information.

Updates to This Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our information processing practices or for any other purpose. We will post a notice in the Info section of the Site's profile to notify you of any significant changes to the Privacy Policy and indicate there and at the top of the Privacy Policy when it was most recently updated.

How to Contact Us

If you have any questions or comments about this Privacy Policy, please contact us by email at admin@HDBaseT.org. Questions or comments submitted through other means, such as posts on Publicly Accessible areas, may not be received or addressed.