

## Applied Circuits Privacy Statement

We use the following guidelines to protect the information we collect during your visit to our Web site, [appliedcircuits.com](http://appliedcircuits.com); over the telephone; at trade shows; or through any other interaction. Because these guidelines affect information about you, please read them carefully and contact us if you have any questions or concerns.

### What information does Applied Circuits gather online?

Every time you visit [appliedcircuits.com](http://appliedcircuits.com), we automatically collect information such as your IP address (the Internet address of your computer), the locale, language, country and your user- specific profile ID, the browser you are using, the Web page from which you came, and a record of your activity on our site. We use this information to learn more about general trends in traffic patterns on [appliedcircuits.com](http://appliedcircuits.com) so we can improve our Web site.

For some areas of our site, we ask you to provide additional personal information that helps us enhance your site visit, assist you with technical support issues, or permit post- visit follow-up. You provide this information to us only once, by creating an [appliedcircuits.com](http://appliedcircuits.com) profile. This information might include your name, e-mail address, company information, mailing address, application information, product preferences, or contact preferences.

### How does Applied Circuits use the information collected about me?

We use the information we receive from you to tailor your [appliedcircuits.com](http://appliedcircuits.com) experience and provide you with the specific information or services you are seeking. This information remains confidential. With the information you volunteer, we can process your purchases, confirm your orders, customize the page content and language, notify you of updates to our site and products, and provide you with specific product and local event information.

We add any information you provide to our customer database. Information added to our customer database is aggregated with other information previously collected. Without your prior consent you will not receive periodic mailings, e-mails, or telephone calls from us about new products and services, discounts, special promotions, or upcoming events.

At any time, you can change the personal information we have stored in our customer database or request not to be contacted for marketing activities.

## How does Applied Circuits use cookies?

A cookie is a small file, typically only a few bytes, placed on your computer's hard drive. If you agree, then your browser adds the text in a small file. At Applied Circuits, we primarily use cookies to tailor a Web application to you. We also use cookies to help us analyze Web traffic. By gathering and remembering information about your preferences, a Web application can tailor its operation to your needs, likes, and dislikes. A cookie also makes it easy to shop online because with it, you can add items to a shopping cart. The cookie is placed on your hard drive and keeps track of your cart and the items in it versus other carts in use at the same time. By accepting cookies, we do not gain access to your computer or any personal information about you, other than the data you chose to share with us.

**We do not store any personal information in the cookies we place on your computer.**

This practice is strictly enforced. In talking with many of our customers, we believe that the benefit we both gain from their proper use is worthwhile.

## Is my information shared with third parties?

To keep your information confidential, Applied Circuits does not release your personal information, except as we describe below or as required by law. We only use the personal information we collect to support and develop your relationship with Applied Circuits, our affiliates, and our strategic business partners as described below. Some of these partners and affiliates may be located in other countries.

### *Release of Information*

Applied Circuits reserves the right to release any information about you to protect our systems or business. Also, we can release personal information when we reasonably believe you to be in violation of our current or later Web site Terms of Use or other published guidelines, or reasonably believe you to have initiated or participated in any illegal activity. We can release this information without a subpoena, warrant, or other court order in response to court and governmental orders, civil subpoenas, discovery requests, and other legal requirements.

## How can I update my information or remove myself from your customer database (Opt-out)?

You can opt out at any time to the use of your personal information for direct marketing purposes via e-mail, fax, telephone, or mail. To change or update your personal information, remove yourself from our customer database, or remove yourself from certain provisions of this privacy statement, e-mail: [support@appliedcircuits.com](mailto:support@appliedcircuits.com). We promptly record any request for changes to your communication preferences in our internal customer databases; please allow us 10 business days for these changes to take effect.

## **Is my information public in the public forum?**

Please remember that any information (including personal information) that you disclose in public areas of our Web site, such as the MiniLab Discussion Forums, chat rooms, forums, and/or message boards, or other public forums such as trade shows or conventions, becomes public information that others may collect, circulate, and use. By using an alias in the MiniLab Discussion Forums, you do not reveal any personal information. However, any text you include in a message is public. Because Applied Circuits cannot and does not control the acts of others, you should exercise caution when deciding to disclose information about yourself or others in public forums such as these.

## **Does Applied Circuits maintain third-party Web site links?**

Any links to third-party Web sites are provided on appliedcircuits.com as a benefit to you; however, a third party controls them. Applied Circuits uses certain application service providers (ASPs) to provide specific services to enhance your online experience. ASPs do not sell or distribute your personal information. They are bound by the Applied Circuits Privacy Policy. ASPs provide these services through their Web sites, although the look and feel of the site matches appliedcircuits.com.

If you are interested in learning which ASPs Applied Circuits uses and for what services, please email: [support@appliedcircuits.com](mailto:support@appliedcircuits.com).

## **How can I contact Applied Circuits?**

If you have any questions about this Privacy Statement, the practices of our Web site, or your dealings with Applied Circuits, contact:

Applied Circuits  
8528 Davis Blvd.  
Suite 134-113  
North Richland Hills, TX 76180  
Tel: (817) 231-0258  
E-mail: [support@appliedcircuits.com](mailto:support@appliedcircuits.com)