

Accorto Privacy Policy

Accorto is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build users' trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site www.accorto.com. Because this web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe.

If you have questions or concerns regarding this statement, you should first contact Customer Service by phone 1-650-227-3271 or via <http://www.accorto.com/about/contact.html>. If you do not receive acknowledgment of your inquiry or your inquiry has not been satisfactorily addressed, you should then contact TRUSTe at http://www.truste.org/consumers/watchdog_complaint.php. TRUSTe will then serve as a liaison with the Web site to resolve your concerns.

Validate: <http://clicktoverify.truste.com/pvr.php?page=validate&url=www.accorto.com&sealid=101>

Information Collection & Use

Registration

In order to use certain parts of our Web site, you must first complete the registration form. On the contact us page you are required to give contact information (such as name, phone number and email address). We use this information to contact you about the services on our site in which you have expressed interest.

You have the option to provide demographic information (such as zip code, company industry and size) to us; we encourage you to submit this information so we can provide you a more personalized experience on our site. In the registration, you can select, if you want to receive newsletters from us.

Accorto, Inc. is the sole owner of the information collected on www.accorto.com. Accorto collects personally identifiable information from our users at several different points on our Web site.

Surveys or Contests

From time-to-time we may provide you the opportunity to participate in contests or surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code and company size and industry).

We use this information to notify contest winners and award prizes, collect demographic information to personalize the site.

We may use a third party service provider to conduct these surveys or contests; that company will be prohibited from using our users' personally identifiable information for any other purpose. We will not share the personally identifiable information you provide through a contest or survey with other third parties.

Uses of Information

Any information you provide is used to provide our services to you and to improve them. We treat all information as confidential and only share information to third parties to process orders or payments.

Communications from the Site

Special Offers and Updates

We will occasionally send you information on products, services, special deals, promotions. You can sign up for these emails from us on our registration page. Out of respect for your privacy, we present the option not to receive these types of communications. Please see the "Choice and Opt-out."

Newsletters

If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you. Out of respect for your privacy, we provide you a way to unsubscribe. Please see the "Choice and Opt-out" section.

Service-related Announcements

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

Customer Service

Based upon the personally identifiable information you provide us, we will send you a welcoming email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes.

Profile

We store information that we collect through cookies, log files, clear gifs, and/or third party sources to create a "profile" of your preferences. We do not tie your personally identifiable information, and your purchasing history, to information in the profile, in order to provide tailored promotions and marketing offers and to improve the content of the site for you.

We do not share your profile with other third parties.

Information Sharing and Disclosure

Aggregate Information (non-personally identifiable)

We may publish aggregated demographic information about our user base. This information does not identify individual users. We do not link aggregate user data with personally identifiable information.

Personally identifiable information:

We DO NOT share personally identifiable information with Third Parties other than what is necessary for order.

Service Providers

We use salesforce.com to provide our services. When you sign up for our services, we will share account information as necessary for salesforce.com to provide that service. You can find their privacy policy at <http://www.salesforce.com/company/privacy.jsp>

Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.

Choice/Opt-out

We provide you the opportunity to ‘opt-out’ of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you purchase a product/service but do not wish to receive any additional marketing material from us, you can indicate your preference on our order form.

If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at info@accorto.com with “unsubscribe” and your email address in the subject. You may contact us at 1-650-227-3271, info@accorto.com to opt-out.

You will be notified when your personal information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

Log Files

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users’ movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically-collected data to personally identifiable information.

We use a third-party tracking service Google Analytics and Salesforce.com that uses cookies to track non-personally identifiable information about visitors to our site in the aggregate, e.g. usage and volume statistics to improve our services.

Cookies

A cookie is a small text file that is stored on a user’s computer for record-keeping purposes. We use cookies on this site. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

We use both session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie

remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file.

We set a persistent cookie to store your user name, but not passwords, so you don't have to enter it more than once. Persistent cookies also enable us to track and target the interests of our users to enhance the experience on our site.

If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

Clear Gifs (Web Beacons/Web Bugs)

We employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We do not tie the information gathered by clear gifs to our customers' personally identifiable information.

We use gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see "Choice and Opt-out."

Links to Other Sites

This Web site contains links to other sites that are not owned or controlled by Accorto. Please be aware that we, Accorto, are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information.

This privacy statement applies only to information collected by this Web site.

Access to Personally Identifiable Information

If your personally identifiable information changes, or if you no longer desire our service, you may [correct, update, delete or deactivate it] by making the change on our member information page [or by emailing our Customer Support at EMAIL ADDRESS] or by contacting us by telephone or postal mail at the contact information listed below.

Security

The security of your personal information is important to us.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can send email us at info@accorto.com

Business Transitions

In the event Accorto goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via email and a prominent notice on our Web site for 30 days of any such change in ownership or control of your personal information.

Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement, the page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at:
303 Twin Dolphin Drive, Suite 600, Redwood City, CA 94065
Phone: +1 (650) 227-3271 , Fax: +1 (650) 227-3270
info@accorto.com or
<http://www.accorto.com/about/contact.html>