

LORD MicroStrain®

Privacy Statement



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REVISED: January 31, 2013

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Trademark Notice

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PRIVACY POLICY

LORD is committed to protecting your privacy online. Our primary goal in collecting personalized and company information is to provide LORD's customers with superior online services. In summary, we use customer contact information to fill orders, contact purchasers to inform them of their order status, to send promotional information, to provide updates to computer software, to enhance the operation of our site and to administer our system. This notice describes our privacy policy. By visiting LORD, you are accepting the practices described in this Privacy Notice.

What personal information about you do we collect?

Information you give to us: We receive and store information that you supply to us via our web site and regular operations. This includes information regarding an order such as your name, company name, e-mail address, billing address, mailing address, billing information, credit card number, credit card expiration date, shipping address, website usage password, E-Newsletters opt-in options, "Channel Partner" opt-in options, Third Party opt-in options. This may also include information provided by you to us via e-mail, phone customer service, or questionnaires.

Information automatically collected: We receive and store certain types of information whenever you come to our site. For example, as is common practice, we use "cookies" and similar technology, to obtain and determine certain session information when your browser accesses *microstrain.com* including, but not limited to, the Internet Protocol (IP) address used to connect your computer to the internet, e-mail address, browser type and version, operating system and platform.

How is the personal information used?

Information about our customers is a very important part of our business, is a trade secret and we are not in the business of selling such information to others. We will only share such customer information with our "channel partners" who have agreed to be bound by the terms and conditions of our privacy policies as outlined herein and for which you have authorized disclosure to such "channel partners." LORD does not share customer information with any non-affiliated companies. We do not sell, trade or rent your personal information to others. Information is only shared with entities working in concert with LORD. Should LORD be sold or transferred to another entity, customer information is likely to be part of the sales or transfer. We may send offers to selected groups of LORD customers on behalf of other businesses. When we do this, we do not give that business your name and address. If you do not want to receive such offers, please indicate that you are opting out of such notification in your user profile. Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

What if I link to a third-party web site from LORD?

When you click links and/or banners that take you to third party web sites, you will be subject to the third parties' privacy policies. While we support the protection of privacy on the internet, we cannot be responsible for the actions of third parties and urge you to read and understand the privacy policies of such sites.

Does LORD use Ad Servers? We do not partner with or have special relationships with any ad server companies.

How does LORD protect customer information?

LORD uses the latest encryption technology to keep your personal information safe. All your ordering information-including your name, address and credit card number-is encrypted using a secure server for maximum security. Credit card transactions are handled by an authorized clearing company, which receives the credit card number and other personal identifying information in a fully secured environment only to verify the credit card numbers and process transactions. It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

Contacting LORD about privacy questions or concerns and changes in Privacy Policies.

This Privacy Policy was last modified on January 31, 2013 and provisions may be changed, modified, added or removed at any time and such changes will become effective immediately upon posting.

What About Cookies?

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide features for using LORD's website. The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. However, cookies allow you to take full advantage of some of LORD's website features, and we recommend that you leave them turned on. MicroStrain Inc. Page 3 (v.09.05) Legal Notices Privacy Policy

If you have any questions about this Privacy Policy, please contact us at:

LORD Corporation

Privacy Policy

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(version 10)

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