

# PlexLogic Privacy Policy

Last Updated 4/20/2009

## Information Collection

You may view some areas of our site for free. You also have the option to register for a free trial account. When you register for an account, we collect information such as your name, company and email address. We use this information to provide you with access to the services in which you have expressed interest. We also use this information to communicate with you regarding these services.

If you purchase a service from us, we request certain personally identifiable information from you on our order form. This information includes: your name, email, billing address, and financial information such as credit card number, expiration date. We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

When you register for MetricsCenter.net for a trial or to subscribe to some of our services, you will receive a short welcome email. As a paid subscriber, you will receive emails regarding your account status and billing.

We will not use the information collected from you in any way without your express written permission. Any material you provide us, including submitted or calculated metrics results, will be held in the strictest confidence.

In addition, we do not collect personally identifiable information about you except when you specifically provide this information on a voluntary basis. We will make every effort to ensure that whatever information you provide will be maintained in a secure environment.

## Log Files

In operating the MetricsCenter.net web site, 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.

## Cookies

"Cookies" are small text files a website can use to recognize repeat users. The MetricsCenter.net web site uses cookies to recognize visitors and facilitate serving personalized content to you or to grant streamlined access to the services offered.

Information gathered through cookies also helps us measure use of the website. Cookie data allow us to analyze usage behavior so that we can improve the site. Such data will be used only in aggregate form. No specific individual users activities will be analyzed.

Generally, cookies work by assigning a unique number to the user that has no meaning outside of the Web site that he or she is visiting. You can easily turn off cookies. Most browsers have a feature that allows the user to refuse cookies or issues a warning when cookies are being sent. However, our site will not function properly without cookies. Enabling cookies ensures a smooth, efficient visit to our website.

We use Google Analytics to track the volume and nature of usage of the MetricsCenter.net web site. Again, no personally identifiable information is retained or analyzed. All of our analysis is performed on aggregated data to capture statistics that help us improve our site. We have no access or control over these cookies. See <http://www.google.com/analytics> for additional information.

## **Information Use**

PlexLogic LLC reserves the right to perform statistical analyses of user behavior and characteristics. We do this in order to measure interest in and use of the various areas of the website.

PlexLogic LLC collects IP addresses for system administration and record keeping. An IP address is automatically assigned to your computer when you use the World Wide Web. Our servers record incoming IP addresses. The IP addresses are analyzed only in aggregate; no connection is made between you and your computer's IP address. For example, by tracking IP addresses, we can determine, via Google Analytics, which areas of the world and which telecommunications service providers account for the heaviest traffic to our web site.

## **Communications from the Site**

### **Service-related Announcements**

As a registered user of our services, 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.

### **MetricsCenter Forum**

If you wish to subscribe to the MetricsCenter Forum. If you do, we will use your name and email address to identify the posts that you make to the on-line forum. If you wish to stop participating in the forum, we provide you a way to unsubscribe. Our forum is based upon Google Groups. Please visit <http://groups.google.com> for additional information..

## **Surveys**

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

We use this information to aggregate metrics based upon survey results. Any material you provide us, including submitted or calculated metrics results, will be held in the strictest confidence.

## **Testimonials**

We post testimonials from time to time. We always receive permission to post prior to posting.

## **Sharing Information**

### **Service Providers**

We use other third parties to provide billing services on our site. When you purchase a service from us, we will share contact and credit card information as necessary for the third party to provide that service. Third parties that we use are prohibited from using your personally identifiable information for any other purpose including their own marketing purposes.

## **Links to Other Sites**

This web site contains links to other sites that are not owned or controlled by PlexLogic LLC. PlexLogic LLC is 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 the Account Admin page or by emailing our Customer Support at [support@MetricsCenter.net](mailto:support@MetricsCenter.net). or by contacting us by telephone or postal mail at the contact information listed below. We will respond to any request for access within 30 days.

## **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

## General Security Policy

PlexLogic LLC strives to collect only as much data as is required to make your MetricsCenter experience as effective and efficient as possible. When you enter sensitive information (such as your name, credit card number, or security data), we encrypt that information using secure socket layer technology (SSL).

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 [support@MetricsCenter.net](mailto:support@MetricsCenter.net).

## Changes in this Privacy Statement

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 prominent notice on our home page. If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page of this web site, and other places we deem appropriate. We want you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

## Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at:

Email Support: [support@MetricsCenter.net](mailto:support@MetricsCenter.net).

Phone: 703-757-0362

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