

HOW WE USE YOUR INFORMATION

Personal Information

With your express permission, IntelliPen collects, integrates, and uses your personal information to help enhance and personalize your use of our Web site, products and services. This will enable the following: (1) you to quickly find software, services or information on www.IntelliPens.com, (2) IntelliPen to create Web site content and other services most relevant or customized to you, (3) for you to be alerted about product and Web site upgrades and updates, special offers, promotions, newsletters, latest product announcements, upcoming events, programs and other new services from IntelliPen; and (4) to invite you to participate in product and service surveys or programs. IntelliPen uses this information to communicate with you either via the Internet, e-mail, mail or telephone only after you give your express permission for such communication. (The only exception to this Statement are “service e-mails” that may notify you about system downtimes, product problems or recalls, password reminder e-mails, etc.)

We also use anonymous and aggregated data to create statistics and reports for various business purposes. We may aggregate anonymous data and share the anonymous data with our co-marketing partners in order to offer all our customers potentially desirable products and services as well as to improve our content and services.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, processing transactions or performing statistical analysis of our services. We will only provide those companies the personal information (such as e-mail address) that they need to deliver the service. Our service providers are required to maintain the confidentiality of your information and are prohibited from using that information for any other purpose.

From time to time we supplement the information we collect from the site with information from offline or third party sources. We use this information to enhance or overlay the “profile” of customers and business contact information. This supplementary data is therefore tied to corporate contact information and in some cases personally identifiable information. We also may internally compare lists collected from our other sites or within our family of companies to remove duplicate entries.

E-Mail Messaging

IntelliPen will periodically send our registered users e-mail messages about our products and services. When sending you e-mail, we may use an image called a single pixel GIF that allows us to format messages tailored to your computer’s capabilities. We also use this technology to determine, in the aggregate, how many people open our e-mails. When you initiate a response by clicking on a link within an e-mail, you are redirected onto the Internet. We then record your individual response to help us deliver information that is more relevant to your interests.

Disclosure of Information

IntelliPen keeps your personally identifiable information confidential. We do not disclose it to third parties or others that do not have a need to know such information except under certain circumstances. Set forth below are additional circumstances where IntelliPen may share your personal information:

- Certain of our employees, independent contractors and service providers may have access to your personally identifiable information necessary for the sole purpose of helping us run our business. These employees and contractors have confidentiality and security obligations.
- Our affiliates, subsidiaries and third party service providers as we deem appropriate.
- We may disclose your personally identifiable information to another business entity should we plan to merge with or be acquired by that business entity; or to any organization involved in a merger, transfer, or sale of our assets or business.
- Before we disclose your personally identifiable data for other reasons, we will first obtain your consent, for example via e-mail, click-through, an online opportunity to opt-out, or otherwise.
- If you post any information in public areas of our Web site, such as chat rooms and message boards, it will be available to the public and we may reuse and republish such information at our discretion and in accordance with our [Terms of Use](#).
- To protect and defend the rights or property of IntelliPen, including its Web sites.
- We may also share your personally identifiable information to respond to law enforcement requests, court orders or other legal processes or if we believe that such disclosure is necessary to investigate, prevent or respond to illegal activities, fraud, physical threats to you or others, national security threats or as otherwise required by any applicable law or regulation.

In the event that we disclose your personally identifiable information as set out above, we will require third party organizations that have access to your personally identifiable information to protect and maintain your personally identifiable information in compliance with the terms and conditions of this Statement.

Prohibited Disclosures

Except as set forth above, IntelliPen will not disclose your personally identifiable information to any third party, including advertisers, without your explicit consent. In addition, IntelliPen will not share, trade, rent, or otherwise disclose your personal information, IntelliPen's e-mail list or address list to third parties for their promotional purposes.