

## **Commitment to Privacy**

### **Last Updated: November 15, 2010**

#### **Privacy Policy**

Gentek values our customers and respects your privacy. We collect information about you through our website in an effort to improve your experience with us and to communicate with you about our products, services and promotions.

This policy describes the personal information we collect about you, why we collect it, how we use it and when we share it with third parties. Our policy also describes the choices you can make about how we collect, use, and disclose your information. If our information practices change, we will post an updated policy on our website. You can tell if the policy has changed by checking the Last Updated date that appears at the top of this policy. You can browse our site without providing any personal information, but if you choose not to provide us with certain personal information, this may result in your being unable to use certain services or features offered by us.

If you have any questions about our privacy policy, please contact us as described in the section entitled, "[How do I contact you?](#)" below.

#### **What kind of personal information does Gentek collect?**

We may collect personal information from you, such as your name, email address, postal address, phone number or credit card number, when you visit our website, place an order online or by phone, save your information with us online, contact us with a question or concern, or participate in a contest, promotion, or survey. We may maintain a record of your product interests and the purchases you make online or by phone. We may combine all of this personal information with personal information about you that we acquire from our joint marketing partners, or from unrelated third parties.

Personal information about you is or may be stored in servers hosted in various countries, including the United States and Canada. Your personal information may be subject to the laws of the countries in which it is stored or used, and those countries may have a different data protection regime than the country in which you reside and under the laws of those other countries, in certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your personal information. By providing us with any personal information, you consent to the transfer of your personal information to other countries, such as Canada or the United States, which may have a different privacy regime from your country of residence.

#### **How Does Gentek use personal information?**

We may use your personal information in the following ways: to process and fill your orders, to send you emails to confirm your order and shipment status, to administer and fulfill promotions and loyalty programs, to help us address problems with and improve our website design or products and services, to enhance your experience with us, to help us learn more about your product preferences, to update you about products and promotions (unless you have directed us not to contact you with promotional communications), for our internal business purposes, such as to analyze trends and statistics, for audits, to develop new products, to enhance our website, to improve our services, to identify usage trends and to determine the effectiveness of our promotional campaigns, to protect the security or integrity of our website and our business, to prevent, detect and investigate activity and transactions that are suspicious, fraudulent, or violate our terms of use, to contact you if necessary regarding your transactions with us, changes to our terms, conditions, and policies and/or for other administrative purposes.

#### **Does Gentek share personal information about me?**

From time to time we may share your personal information with Service Providers who we might engage to manage our customer information and perform services on our behalf, such

as fulfilling promotions, sending communications to our customers, conducting surveys, processing credit cards, fulfilling your requests, or helping prevent, detect and investigate fraudulent or suspicious activities and transactions. We require that our service providers appropriately protect personal information and use it only to provide services to us. These service providers may be located in Canada or the United States.

We may also share your personal information with third party sponsors of contests or promotions in accordance with the terms and conditions applicable to any such contests or promotions. You should carefully review any such terms and conditions, as they may contain additional important information about a sponsor's or other third party's use of your personal information. To the extent that the terms and conditions conflict with this privacy policy, the terms and conditions of such contests and promotions shall control.

Corporate Transactions: In the unlikely event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition (including without limitation in connection with any bankruptcy or similar proceedings) of all or any portion of the business, assets or stock of Gentek or any of our businesses, personal information about our customers and other information we have collected as described in this policy may be among the transferred business assets and may be shared with other parties.

Other Disclosures: Gentek also may disclose personal information about you in order to: (1) protect the legal rights, privacy or safety of Gentek employees, agents and contractors; (2) protect the safety and security of visitors to our website or other properties; (3) protect against fraud or other illegal activity or for risk management purposes; (4) respond to inquiries or requests from government or public authorities in any country in which we operate, including the U.S.; (5) permit us to pursue available remedies or limit the damages that we may sustain; (6) enforce our Terms of Use or the terms and conditions applicable to any contest, promotion or program; or (7) comply with the law or legal process.

### **How do I access or change personal information?**

You can contact us as described in the section entitled "How do I contact you?" to request access to or more information about the use of personal information or to ask us to change, update, delete and/or suppress personal information. Please note that certain personal information may be exempt from such access, correction, deletion or suppression rights pursuant to local data protection laws. We will respond as required by applicable law. Further, if we provide functionality on our website that permits you to set up an account on the site, you may log into your account to access and change your personal information.

If you contact us you must clearly indicate: the information that you wish to have changed; the information that you wish to have deleted from our database; or the limitations you wish to put on our use of your personal information.

### **How do I make choices about personal information?**

Gentek wishes to communicate with you only if you want to hear from us. If you prefer not to receive promotional information, such as newsletters or updates on special offers and promotions, you can let us know by contacting our customer service as described in the section entitled, "How do I contact you?", below or by following the "unsubscribe" instructions provided in promotional emails sent to you.

Please be sure to include your full name and the email address you used when you registered with Gentek. If you ask us to remove your name and address from our contact lists, It may take up to 10 days to process your email request and 6-8 weeks to process your postal mail request, during which period you may continue to receive communications from Gentek.

If you change your mind, you can start receiving promotional communications from us again by signing up when you visit our website or by contacting customer service.

### **How Does Gentek collect and use non-personal information?**

Non-personal information is information that does not identify you. It may include information you have provided to us such as demographic data, for example, your product interests. Non-personal information also includes aggregate information, for example, the percentage of our customers who are interested in a particular brand.

When you visit our website, Gentek collects information that may include your MAC address, your computer type, screen resolution, OS version, Internet browser, IP address (as further described below), cookies (as further described below), pixel tags, web beacons, and other similar technologies (as further described below) to better serve you with more tailored information and facilitate your ongoing use of our website.

Gentek may use non-personal information and share non-personal information with other third parties for any purpose. Gentek may combine non-personal information with personal information, such as combining your geographic location with your name, but if we do this the information will be treated by us as personal information for so long as it is combined.

### **How Does Gentek collect and use cookies?**

Our website uses "cookies," which are small data files that are stored on your computer when you visit a website. Cookies may be used in a variety of ways to enhance or personalize your online experience. For example, we may use cookies to enable you to use certain website features, store your preferences, recognize you when you return to our website, and monitor and maintain information about your use of our website. Cookies may also be used to collect transaction information needed by a program to which you have authorized us to provide your personal information. (See the section entitled, "Does Gentek share my information?" above.) You can set your browser not to accept cookies or to notify you when you are sent a cookie, giving you the opportunity to decide whether or not to accept it. If you do not accept cookies, however, certain features of our website may not be available to you.

To learn more about cookies, please visit <http://www.allaboutcookies.org/>.

### **How Does Gentek collect and use pixel tags and similar technologies?**

Our website uses "cookies," which are small data files that are stored on your computer when you visit a website. Cookies may be used in a variety of ways to enhance or personalize your online experience. For example, we may use cookies to enable you to use certain website features, store your preferences, recognize you when you return to our website, and monitor and maintain information about your use of our website. Cookies may also be used to collect transaction information needed by a program to which you have authorized us to provide your personal information. (See the section entitled, "Does Gentek share my information?" above.) You can set your browser not to accept cookies or to notify you when you are sent a cookie, giving you the opportunity to decide whether or not to accept it. If you do not accept cookies, however, certain features of our website may not be available to you.

To learn more about cookies, please visit <http://www.allaboutcookies.org/>.

We use "pixel tags" (also called "web beacons" or "clear gifs"), which are tiny graphic images, and other similar technologies on our website and in our emails. Pixel tags help us analyze our customers' online behavior and measure the effectiveness of our website and our advertising. We work with service providers that help us track, collect, and analyze this information. Pixel tags on our site may be used to collect information about your visit, including the pages you view, the features you use, the links you click, and other actions you take in connection with the site. This information may include your browser type, your operating system, date and time information, and other technical information about your computer. We may also track certain information about the identity of the website you visited immediately before coming to our site. Pixel tags and cookies in our emails may be used to track your interactions with those messages, such as when you receive, open, or click a link in an email message from us. We may combine the information we collect through cookies and pixel tags with other information we have collected from you. This information may be used to improve our website, to personalize your online experience, to tailor our communications with you, to determine the effectiveness of our advertising, to understand your preferences and for other internal business purposes.

We may also work with third-parties that use tracking technologies to serve advertisements on our behalf across the Internet. These may collect information about your visits to our website and your interaction with our advertising and other communications. If you would like more information about this practice and your choices about not having your information used by these third-parties, please visit [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

### **How Does Gentek collect and use IP addresses?**

Your IP address is a number that is automatically assigned to your computer by your Internet Service Provider (ISP). This number is logged automatically in our server log files whenever you visit our website, along with the time of your visit and the pages that you visited. It is also collected by pixel tags, as described above. Collecting IP addresses is standard practice on the Internet and is done automatically by many website.

We may use IP addresses for the same purposes for which we use personal information, as well as for calculating website usage levels, helping diagnose server problems, and administering our website and your use of our website including providing opportunities to you and fulfilling your requests and purchases. Except where otherwise required by law, we treat IP addresses, server log files and related information as non-personal information.

### **How do I know personal information about me is secure?**

We do our best to provide you with a safe and convenient online experience. We have in place physical, electronic, contractual, and managerial safeguards to help protect the security and privacy of your personal information from unauthorized access, acquisition or disclosure. When you enter your personal information on our website, we use Secure Sockets Layer (SSL) technology to protect your personal information as it is transmitted to us. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. Please do not send us sensitive information through email. If you have reason to believe that your interaction with us is no longer secure, you must immediately notify us of the problem by contacting us as described in the section entitled, "How do I contact you?" below. If you choose to notify us by physical mail this will delay the time it takes for us to respond to the problem.

### **What about links to other website?**

For your convenience and information, our website may contain links to other sites, which may have privacy practices and policies that differ from our own. We are not responsible for the content or practices of any linked site. We recommend that you review the privacy policy of any site that you access through our site. The inclusion of a link to a third-party site on our website does not imply that Gentek endorses the site.

### **How long do you retain my information?**

We will retain your personal information for the period necessary to fulfill the purposes outlined in this policy unless a longer retention period is required or permitted by law.

### **How do I contact you?**

To make choices about receiving promotional communications, to update or change personal information about you in our databases or to request that we delete or suppress your personal information, please contact us by email, telephone, or postal mail as listed below. If you have other questions about our privacy policy, please direct your communication to "ATTN: Gentek Privacy Officer."

By Email: [sales@gentek.com](mailto:sales@gentek.com)

By Telephone: 877-463-8482 or 905-738-9300

By Mail: 160 Bradwick Drive Unit 31, Concord, ON L4K