

## **Heil Privacy Policy**

### **General Principles**

Heil Environmental and its affiliates respect your privacy and seek to protect your personal data. We hope that the following information will show you how we gather, use, and protect your personal data. More details about the way we use data in a particular Heil service may be found in a notice which is provided to you as part of that service or by contacting the web address below about that particular service.

We aim to ensure that the processing of personal data by or on behalf of Heil is fair and reasonable and that your personal data is secure, accurate, and up to date. Generally speaking, this means that each time we want to collect personal data we tell you the purposes for which we use the data and then ask for your consent to that usage. We only use your data for the purposes for which you consent. We also tell you if we transfer your data to anyone else.

Because Heil's services are international, personal data may be made available internationally, potentially including countries that do not have data protection laws or laws that provide equivalent protection to the United States rules. We seek to require those to whom we transfer your data to protect it and your privacy. This way Heil works to protect personal data transferred to countries that do not have data protection laws.

### **Information Heil Collects and Why**

Heil collects information about our users, suppliers and other individuals it deals with in its day-to-day business.

This information includes contact, registration, and payment details, information about the way registered users use our services, as well as details of individuals' interests. It is used for administration and to support, improve, and obtain feedback on Heil services and to prevent and detect breaches of Heil's network security, the law, or our contract terms.

We may also in the future, for the same purposes, update this information and collect similar information from any direct contact with such individuals and automatically via the individuals' use of Heil services. Specifically, Heil may collect and retain specific IP addresses and messages of Users that send email to us and/or forward hyperlinks from our site with or without text messages attached.

Where allowed by law, Heil may collate information about individuals that it receives from others with the information we obtain directly from them. The information described above may be retained and used by Heil after an individual ceases to use Heil products or services or the individual has ceased dealing with us.

Heil will also use all this information to assess what Heil brands, products, and services may be of interest to individuals and to personalize the service we provide or offer. From time to time Heil may invite you to participate in a customer survey to help us better understand customer needs and interests. Participation in customer surveys will always be optional. Additionally, if you are registered to use a service, Heil may contact you to obtain feedback on that service and any improvements we could make to it.

Before you register you can browse our websites anonymously. However, certain download capability and other functionality may not be available to you until you register.

The law often allows you to write and ask to see and correct the information held about you, sometimes on payment of a fee.

### **Further Information/Marketing**

If you agree, Heil may contact you about those of its services which may interest you and in some circumstances invite you to client entertainment and similar events by mail, fax, email, and (in certain limited circumstances) by telephone. You have a right to ask us at any time not to contact you by way of direct marketing.

### **Transfer of Data to Third Parties**

Except where the law permits or unless you agree, Heil does not sell or rent your personal data to others outside of Heil, or its affiliates. In some instances, we may pass information to third parties involved in the relevant Heil service (such as financial institutions that might be considering provision of leasing or other financial services on your behalf). You will generally know if such a transfer of your information happens, except if the third parties are simply working on our behalf as administrators (such as companies that process credit card payments) or if the data is required to be disclosed by law on to a regulator.

If we sell a business division to another company, and your personal data is used by that business, then your data may be transferred to the buyer along with the business for them to use in the same way.

Material you post on interactive forums or chat rooms in Heil's website will be available to others using or considering using the service.

If your employer subscribed for the service on your behalf, then we may pass certain information to your employer about your use of the service where your employer has a legitimate reason to receive it.

### **Credit Checks**

If you are an individual user contracting in your own name for a fee-paying service, Heil may in some instances for some fee-paying products carry out credit checks on you with credit reference agencies or we may follow up with references. The fact that Heil has carried out such a credit check and, in some instances, the nature or results of that credit check will appear on the agency's register. In many countries you can obtain a copy of your register entry by writing to the relevant credit reference agency, sometimes on payment of a fee.

### **Cookies**

A "cookie" is a piece of software which may be sent to your computer. Cookies enable us to collect information about how our website and services are being used and to manage them. If we send a cookie to your computer, it will not collect information specifically about you unless we have told you what personal information we are collecting and obtained your consent to do so. Until then, the cookie will only track general usage patterns and will not be used to identify you individually.

### **Questions**

If you have any questions about Heil's privacy/data protection policy, you should contact Heil's Vice President of Sales and Marketing at 866.367.4345.