

5 Alarm Fire and Safety Equipment LLC Privacy Policy

Welcome to 5 Alarm Fire and Safety Equipment, LLC (this "Site"), a web site maintained by 5 Alarm (the "Company"). This Privacy Policy sets forth our information gathering and dissemination practices for this Site. Because the Company gathers information about users at many points in this Site, we believe you should understand how the Company intends to treat any personally identifiable information users may provide. Personally identifiable information is information that can identify the user, including, but not limited to, your name, email address, street address, telephone number, employer and occupational title.

ACCEPTANCE

Any use of this Site by you conclusively indicates that this Privacy Policy has been reviewed and accepted by you. If you do not agree with any of the provisions of this Privacy Policy, you should not use this Site.

INFORMATION COLLECTION AND USE

At various points in this Site, you may be requested to submit personal information, including, but not limited to, your name, email address, street address, phone number, employer and occupational title. The Company does not collect personal information about you unless you specifically and knowingly provide such information. 5 Alarm is the sole owner of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement.

Forms

Forms are used on this Site to collect information from you, which will allow us to carry out a number of tasks, including, but not limited to, fulfilling literature requests, responding to product inquiries or technical questions, eNewsletters, emailings, and processing employment inquiries. Any personal information collected is intended to be used only for delivery or follow-up purposes. In order to effectively respond to and support certain user requests, the Company may share your information with its sales representatives for the Company's products. You may opt-out from being contacted or receiving follow-up mailings at any time (See Choice/Opt-Out below).

Online Surveys

Occasionally, the Company will invite you to participate in online surveys. These surveys may ask you for contact information (for example, your email address), industry information, and demographic information (like your zip code or the state in which your business is located). Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Contact information is used to contact you if and when necessary with respect to the survey unless otherwise specifically indicated by you. You may opt-out from being contacted or receiving follow-up mailings at any time (See Choice/Opt-Out below). It is not necessary to participate in surveys to use this Site.

Order

We request information from the user on our order form. Here a user must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user.

Cookies

This Site uses "cookies" in order to help manage your user session (A "cookie" is a file stored on your computer that contains information about your use of this Site). Cookies can help us recognize return visitors, to personalize and enrich your online visits with us, and to collect site-visitation statistics. Cookies used by this Site may include, but are not limited to, your preferred language, your geographic region, and a unique session ID code that allows this Site to keep track of your user session and distinguish it from all others currently active. It is not necessary to have cookies enabled in your browser to access and use this Site. However, some of the features of this Site may depend on cookies, and you may not be able to use those features by refusing cookies.

Log Files

Like most standard web site servers, this Site's web servers generate log files that store non-personal information about your visit to this Site. The information collected includes, but is not limited to, length of time of visit, pages visited, number of visits, IP address, Internet service provider, referring/exit pages, and platform type (IP addresses, etc., are not tied to personally identifiable information). Information collected in the log files is used solely for internal use by the Company to analyze trends, administer this Site, track user movements in the aggregate, and gather broad demographic information for aggregate reporting and statistical purposes.

COMMUNICATIONS FROM THIS SITE

Request Fulfillment the Company communicates with this Site's users on a regular basis in order to respond to requests for literature and product information or to answer technical questions. The Company typically communicates via email, regular mail or telephone in accordance with the particular user's wishes.

INFORMATION SHARING AND DISCLOSURE

Sharing

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person. The Company will not sell, rent, share or distribute any of your personally identifiable information collected on this Site to any third parties, except that the Company may share or distribute your personal and non-personal information to its business channel partners such as distributors and sales representatives for the Company's products who sell and service products in which you may be interested. We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Legal Disclaimer

Although the Company intends to preserve user privacy, the Company may need to disclose personal information when required by law, including, but not limited to, whenever the Company in good-faith believes that such action is necessary or appropriate in connection with a court or administrative proceeding or to comply with a court or administrative subpoena, order or legal process.

SECURITY

The Company takes precautions to protect your information online and offline, including secure servers, firewalls and encryption of financial data. The Company also strives to maintain the reliability, accuracy, completeness and currency of your personal information in its databases. However, the Company cannot guarantee that there will be no loss, misuse, unauthorized disclosure, alteration or destruction of your personal information. When our registration/order form asks users to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just 'surfing'. While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. ALL employees are kept up-to-date on our security and privacy practices. Our employees are notified and/or reminded about the importance we place on privacy, and what

they can do to ensure our customers' information is protected. Finally, the servers that we store personally identifiable information on are kept in a secure environment.

LINKS

This Site may from time to time be linked to other web sites. The Company is not responsible for the privacy practices of other web sites that are not maintained by the Company. When you leave this Site, you should read the privacy policies of these other web sites and understand that this Privacy Policy does not apply to any web site other than this Site. This Privacy Policy applies solely to information collected by this Site.

CHOICE/OPT-OUT

The Company will remove your personal information from this Site's databases or remove you from any mailing lists upon request. All such requests should be sent to sales@5alarm.com

CORRECT/UPDATE

The Company will correct or update information collected from you upon request. All such requests should be sent to sales@5alarm.com.

CHANGES TO THIS PRIVACY POLICY

The Company reserves the right to change, modify, add, or remove portions of this Privacy Policy at any time, for any reason, and without notice. You are encouraged to periodically review this Privacy Policy to ensure you fully understand how changes to it may affect you. This Privacy Policy will always be posted on this Site.

CONTACTING THIS SITE

You may submit any questions about this Privacy Policy, the practices of this Site or your dealings with it by contacting sales@5alarm.com