

# Privacy Policy

Carbon Design Group ("Carbon Design Group" or "we" or "us") respects your privacy and is committed to protecting personal information that you may share with us. You can browse through our website without giving us any personal information about yourself. When you do choose to provide us with your personal information, this policy describes how we may collect and use your personal information.

## Information We Collect and How We Use It

**Generic Information.** In general, Carbon Design Group will gather some generic information automatically. This generic information may include your IP address (the internet address of your computer), to give us an idea of which part of our website you visit and how long you spend there. Carbon Design Group gathers this information using tools including Google Analytics. Generic information does not reveal the identity of the visitor. For more information, see section entitled "Cookies" below.

**User-Requested Communications.** You may choose to input your contact information into the website when you request to be contacted by a Carbon Design Group representative, apply for a job opening, register to attend a company event, or subscribe to a newsletter. When you enter your personal contact information (such as your first and last name, email address, company, title, or phone number) or send an email or other communication to us, we may retain those communications in order to process your inquiries and respond to your requests. If you elect to submit any personal information, your submission is subject to the terms of this Privacy Policy and you consent to such terms.

**Cookies.** Some parts of the Carbon Design Group website use cookies to track user traffic patterns. We do this in order to track user trends and determine the usefulness of our website information to our users and to see how effective our navigational structure is in helping users reach that information. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent.

**Beacons.** When we send you emails, we may include a web beacon to allow us to determine the number of people who open our emails. When you click on a link in an email, we may record this individual response to allow us to customize our offerings to you. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed, and a description of the page on which the Web Beacon resides (the URL).

**Notice.** When personal information is collected, we will inform you at the point of collection the purpose for the collection. Carbon Design Group will not transfer your personal information to third parties without your consent, except under the limited conditions described under the section entitled "Information Sharing and Disclosure" below.

In most cases we will provide you with the opportunity to "opt in" prior to receiving communications from us. This means we will require your affirmative action to indicate your consent before we use your information for purposes other than the purpose for which it was submitted. At a minimum, we will always give you the opportunity to "opt out" of receiving such materials.

## How We Use Information Collected

Carbon Design Group uses personal information for several general purposes: to fulfill your requests for certain products and services, to personalize your experience on our website, to keep you up to date on the latest product announcements, news or other information we think you would like to hear about either from us, and to better understand your needs and provide you with better services.

## Carbon Design Group

**Information Sharing and Disclosure.** We do not transfer or share your information except as provided below:

1. Carbon Design Group will only share your information with third parties if we collect your information for a specific purpose (e.g., to register you for an event or register for the newsletter) and such third party must receive your information for registration purposes (e.g., third party operates the newsletter or event registration service).
2. Carbon Design Group may also send your personal information to other companies or people if:
  - o we have your consent to share the information; or
  - o if required to do so by law, or if we have a good-faith belief that such action is necessary to comply with a court order or subpoena, to cooperate with investigations by law enforcement or regulatory authorities or to participate or cooperate with a judicial proceeding, or in urgent circumstances, to protect personal safety, the public or our websites;
3. In the event of a merger, consolidation or reorganization involving Carbon Design Group, acquisition of Carbon Design Group by another company, a sale of all or a portion of Carbon Design Group's assets, or other similar transaction, your personal information will, in most instances, be transferred to the control of the third party that is part of that transaction.

**Data Security.** Carbon Design Group is committed to protecting your personal information and does so with certain physical and technological procedures. However, we cannot ensure the security of the information as you transmit it to us, and so we urge you to take every precaution to protect your personal data when you are on the Internet. This includes using a secure browser where applicable.

**Third Party Sites.** Carbon Design Group's website contains links to other sites. Carbon Design Group does not share your personal information with those websites and is not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

**Sharefile.** Carbon Design Group uses Sharefile for secure file sharing with clients and collaborators. For those choosing to use this service, Carbon will share only the personal information required to create your account (usually your name and email address).

**Changes to this Privacy Policy.** We may amend this Privacy Policy from time to time. If we make any substantial changes in the way we use your personal information we will make that information available by posting a notice on this site. We may also, but are not required to, notify you by email. If you have any questions or concerns regarding this Privacy Policy, please feel free to contact us as any time through this website or at Carbon Design Group, 1414 N.E. 42<sup>nd</sup> Street, Seattle, WA 98105.

This Privacy Policy was created March 28, 2011.