

## Privacy Policy

Respond Systems believes strongly in protecting the privacy of the personally identifiable information you share with us. We also believe it is important to inform you about how we will use your personal data, and to give you choices about how those data will be used. Therefore, we encourage you to read this Privacy Policy carefully.

### Scope of this Privacy Policy

In general, this Privacy Policy applies to all personal information of consumers collected or used by Respond Systems. This includes information from websites for commercial use that are owned by Respond Systems and offline collections of personal data for commercial use owned by Respond Systems. However, some of our websites or data collections work with special kinds of data (for example, medical data) which require a somewhat different privacy policy. Whenever and wherever that is the case, Respond Systems will make it clear that the privacy policy concerned is different from this general Respond Systems Privacy Policy.

### Why should you share your personal data with Philips?

Sharing your personally identifiable information enables us to offer you a number of benefits. It will make it easier and more convenient for you to:

- Register your purchase so you can receive all the benefits to which your purchase entitles you;
- Request information specific to your interests;
- Participate in online communities;
- Receive personalized messages and special offers that are relevant to your interests;
- Save time by storing your preferences;
- Buy Respond Systems products online.

It will also allow us to conduct market research to help us develop better products, to provide more responsive customer service, and to improve our websites. You may choose to share your information with us in a number of ways online, ordering a product, registering a purchase, participating in a promotion, or subscribing to a newsletter. You can also share your personally identifiable information with us by returning the reply card that comes with the product you purchased or by communicating with one of our customer care representatives by e-mail, telephone, or in writing. Sometimes Respond Systems obtains your personal data from other parties outside Respond Systems. This includes the buying of a business of which you already are a customer or the disclosure of your personal data by one of our partner companies. If you do not want us to use your personal data which you have not provided to us yourself, you can let us know by contacting us at the address listed below.

### Sharing information

We want to know you better so we can serve you better. But the choice of whether you want this kind of service is up to you. If you do not want us to send you personalized offers or information, you can let us know, by checking the appropriate box on the registration form or reply card. Respond Systems will only share your data with third parties outside Respond Systems in the following circumstances:

- Sometimes Respond Systems sells you a product or offers you a service in a joint marketing effort with other companies.
- In such cases, your personal data will be shared with these companies.
- We will always let you know that such relationship exists and who these companies are prior to your registration.
- Note that these companies often have their own privacy policies that apply to the way they use your personal data.
- These privacy policies sometimes differ from the Respond Systems Privacy Policy.
- Respond Systems sometimes uses outside companies for handling your purchase or request or for processing your data.
- Respond Systems requires these companies to adequately safeguard your personal data and not use your data for any other purpose not authorized by Respond Systems.
- Respond Systems sometimes sells a business to another company.
- Such transfer of ownership could include the transfer of your personal data directly related to that business to the buyer.

- Respond will release personally identifiable information if compelled by law.

Respond Systems will not sell or provide your personal data to other third parties allowing them to use your personal data for their own purposes. Respond Systems will not share any personal financial information you provide (such as credit card information) with other parties unless this is needed to handle your order, process our invoice, or prevent or combat fraud. From time to time, this Web Site may provide links to other websites. You should carefully review the privacy policies on those sites; they may differ from the Respond Systems Privacy Policy.

### **“Cookies” and website logging**

Some of our Web Sites will send a "cookie," a small text file, to your computer. This allows us to recognize your computer the next time you visit, without bothering you with another request to register. And, if you use an online “shopping cart,” cookies allow us to keep track of the products you purchase. If you do not wish to receive cookies, please refer to the "Help" file of your Internet Browser to learn how to either block all cookies or receive a warning before a cookie is stored. To learn more about cookies we encourage you to visit [www.cookiecentral.com](http://www.cookiecentral.com) If you visit our Web Sites to browse, read, or download information, we collect and store some "visitor information" from you, such as the name of the domain and host from which you access the Internet, the Internet Protocol (IP) address of the computer you are using, the date and time you access our Web Site, and the Internet address of the website from which you linked directly to our Web Site. We use this information to measure the traffic on our Web Sites and to help us make our Web Sites more useful. We delete this information after some time.

### **Safeguarding the information you share with us**

We recognize our responsibility to protect the information you entrust to us. Respond Systems uses a variety of secure techniques to protect your information, including secure servers, firewalls, and encryption of financial data. Philips Systems websites also may make chat rooms, forums, message boards and/or newsgroups available to you. Please remember that any personally identifiable information you provide in these areas is also available to other users, and you should exercise caution before deciding to disclose it.

### **Your rights**

Once you have provided us with your personally identifiable information, you will have reasonable access to that information so you can change or delete it. You may do this by accessing your online profile, or by requesting a copy of your profile at the contact address listed below. Your decision not to register now will not affect the information you have already provided to Respond Systems. Of course, you will always have the option to unsubscribe to any online contact from Respond Systems or change your personal profile information.

### **Special information for parents**

While Respond Systems Web Sites are generally not targeted at children under the age of thirteen, it is Philips policy to comply with the law when it requires that a parent's or guardian's permission is secured before knowingly collecting, using, or disclosing personal information from children under the age of thirteen. We strongly recommend that parents take an active role in supervising the online activity of their children.

### **Contacting us**

You may contact us through the contact form if you would like to:

- ask us any question regarding our privacy policy;
- request a copy of your personal data, or change or delete your personal data;
- opt-out from receiving any future personalized offers or information from Respond Systems.

### **~~Our Address~~**

~~You can find our address by pressing the Respond Systems button at the bottom of this Web Site. If you have a problem with our use of your information, please let us know and we will make all reasonable efforts to correct it.~~