

## **PRIVACY POLICY – COMMITMENT TO YOUR PRIVACY**

This site is owned and operated by Apex Urethane Millwork. Your privacy on the Internet is of the utmost importance to us. At Apex, we want to make your experience online satisfying and safe.

Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

### **INFORMATION APEX GATHERS AND TRACKS**

Apex gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to communications with Apex representatives.
- Information Apex gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs. Under no circumstances does Apex divulge any information about an individual user to a third party.

#### Apex Gathers User Information In The Following Processes:

Optional Voluntary Information  
E-mail this to a friend policy

#### **Usage tracking**

Apex tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users. Apex does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

Apex sometimes tracks and catalogs the search terms that users enter in our Search function, but this tracking is never associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

#### **Cookies**

We may place a text file called a 'cookie' in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. Apex uses cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each

cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

### **USE OF INFORMATION**

Apex uses any information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users.

We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build many measures of what interests our users. But we don't track which terms a particular user enters.

### **SECURITY**

Apex operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

### **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by Apex. If we decided to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.