



EMEA standard Privacy Policy Web Tel

Appendix 1

1.1 Internet communication:

Epson EMEA Privacy Policy

Date: 20 February 2005

ATTENTION:

EPSON EUROPE B.V. AND ITS AFFILIATED COMPANIES (FURTHER REFERRED TO AS "EPSON") HAVE CREATED THIS PRIVACY POLICY IN ORDER TO DEMONSTRATE OUR FIRM COMMITMENT TO PROTECTING YOUR PRIVACY. PLEASE READ THE FOLLOWING PRIVACY POLICY CAREFULLY BEFORE USING THIS EPSON SITE ("SITE"). **USING THIS SITE INDICATES THAT YOU GIVE YOUR EXPLICIT CONSENT TO EPSON FOR COLLECTING AND PROCESSING PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY POLICY.** IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, DO NOT USE THIS SITE. EPSON RESERVES THE RIGHT TO CHANGE, MODIFY, ADD OR DELETE ANY TERMS OF THIS PRIVACY POLICY FROM TIME TO TIME AT ITS SOLE DISCRETION. IF WE DECIDE TO CHANGE THE POLICY IN A WAY THAT AFFECTS YOU, WE WILL EITHER POST A NOTICE ON OUR WEBSITE FOR 30 DAYS OR CONTACT YOU DIRECTLY. FOR SMALL CHANGES THAT DO NOT AFFECT YOU, YOU ARE REQUIRED TO PERIODICALLY COME BACK AND REVIEW THIS SITE. YOUR USE OF THIS SITE WILL BE SUBJECT TO THE MOST CURRENT VERSION OF EPSON PRIVACY POLICY AT THE TIME OF SUCH USE.

EPSON respects your privacy choices. If you give us personal information, we will treat it with care and in accordance with this Privacy Policy.

We suggest that you practise reasonable discretion with any site when providing site operators/owners your personal information. It should also be noted that whenever you post personal information in publicly accessible places, such as chat rooms or message boards, this information becomes available to anyone with access to the Internet. Therefore, we recommend you not to post any information you do not want to be seen in these public areas. You should feel free to contact any site that requests personal information from you if you have any questions regarding its policies.

1. Websites covered by this Privacy Policy

EPSON sites may contain links to other sites not affiliated with EPSON for your convenience. When you access those links, you will leave the EPSON website. EPSON does not control such websites. These sites have their own policies and practices with respect to online privacy, and EPSON cannot be held responsible for the privacy practices or the content of these unaffiliated sites. For avoidance of doubt, the Personal Information you choose to give to unrelated third-party websites are not covered by this EPSON privacy policy.

We may display advertisements from third parties. An EPSON advertiser may ask you for Personal Information as well. EPSON cannot be held responsible for the privacy practices of the advertisers in EPSON websites. However, EPSON encourages our partners and advertisers to adopt privacy policies that respect the local legal requirements.

2. Types of information you provide

If you choose to register with EPSON on an EPSON site you can be asked for personal information such as your name, address, e-mail address, your sex, job, phone number and age. The required information in this privacy policy is referred

to as "Personal Information". You may also provide other information, at your sole discretion, which information is referred to as "Optional Information". You do not have to provide the Optional Information. However, if you do not do so, this may limit our ability to provide you with a specific service or offer you specific personalised content.

Please note that you may be able to access and partially use EPSON sites without providing your Personal Information and/or Optional Information but you may not be able to access certain parts of EPSON sites, which require your Personal Information.

3. Why should you share Personal Information?

Sharing your Personal Information with EPSON 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 interest;
- receive personalized messages and special offers that are relevant to your interests;
- save time by storing your preferences;
- buy EPSON products online;

4. What does EPSON do with the data it collects?

Whenever EPSON collects Personal Information and/or Optional Information (collectively "User Information"), it is intended to provide a service -tailored to or improved for- the visitors to our site. From the data collected we can offer content, based on the user's preferences. We analyse what our users prefer in order to improve the service. 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.

When you register for an EPSON service, we collect your User Information in order to provide you with specific services and to personalise your experience on the site. We may use information you have given us for marketing and promotional purposes, such as mailings, announcing new EPSON products and services or making promotional offers. We might also contact you to see if you are interested in participating in market research regarding EPSON.

It is our policy to send mailings only to customers who give us permission to do so. When sending you mailings, we will also include instructions on how to unsubscribe and avoid receiving any future mailings from us.

User Information collected via our websites may be linked with information you provided EPSON through other sources such as product registration, hotlines, promotion, contests and public events.

EPSON may transfer User Information across country borders within the European Union for the purpose of consolidation and storage of data or for the purpose of simplified customer information management in general.

5. What choices are available regarding collection, use and distribution of the information (Opt-In Policy)?

In accordance with EU legislation, the EPSON sites provide you with the opportunity to "opt-in" to receive communications (email and mail) from us (or our partners), at the time we ask you for this information. In addition, whenever we contact you via email or mail, we will also provide instructions on how to

unsubscribe so that you will not receive any future emails or mail from us if you choose.

6. With whom does EPSON share data?

EPSON does not sell, rent or lease the User Information to others. We will share your data with EPSON group companies within Europe and may do so with (third-party) companies working on our behalf. Third parties may be contracted if necessary to provide services, support or communications you requested or to perform the activities as described above in '*What does EPSON do with the data it collects*'.

If EPSON contracts third-parties they are always required to keep and hold the disclosed personal data confidential and exclusively for the purpose to carry out the services on behalf of EPSON. In addition, they are required to abide by EPSON's privacy policy and by the data protection laws within Europe.

EPSON will not disclose User Information to any other third parties unless:

- (a) EPSON has your explicit consent to share the information;
- (b) EPSON believes in good faith that it is required to provide User Information in accordance with law, court order or other legal procedure;
- (c) EPSON believes -in good faith- that such disclosure of User Information is necessary to protect the rights and properties of EPSON;
- (d) EPSON merges or is acquired by another business entity or some or all of our respective assets are purchased. If this situation occurs EPSON will make every reasonable effort to notify you within a reasonable time.

As previously mentioned, you may choose not to provide us with any of the information we request, though this may limit our ability to provide you with a specific service or limit our ability to offer personalised content.

Sometimes EPSON obtains your User Information from other parties outside EPSON. This includes the buying of a business of which you are already a customer or the disclosure of your Personal Information by one of our partner companies. If you do not want us to use your User Information, which you have not provided to us yourself, you can let us know by contacting us at the address listed below.

7. Children

EPSON is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. We do not knowingly collect Personal Information from children under the age of 13 and do not target to children under the age of 13. If we learn that we have Personal Information on a child under the age of 13, we will delete that information from our systems.

8. Retention

We generally hold User Information until such time you unsubscribe to our service or until the expiry of any period required by applicable law. In addition, we shall not retain User Information longer than is necessary for the purposes for which it was collected.

9. Your rights and obligations

EPSON strives to keep your Personal Information accurate. You are required to correctly register Personal Information as of the date of registration. If your Personal Information changes after the registration, you are requested to immediately change/update your Personal Information. Neglecting to do so may

result in failure to receive any service, notice or information from EPSON. Please refer to the registration instructions for the EPSON site you are visiting.

You may have reasonable access to the User Information relating to you that we hold and you may also ask us to rectify or delete this information. You have the opportunity to completely unsubscribe from all of EPSON's services.

Because EPSON sells product in numerous countries, you may have previously provided us with Personal Information through reply cards, call centres or in some other manner. Your decision not to register now will not affect the Personal Information you have already provided to EPSON. Of course, you will always have the option to unsubscribe from any online contact from EPSON or change your Personal Information.

10. Cookies

Cookies are pieces of information about a website user, stored on the user's computer, ready to be accessed on future visits to the website. There are two types of cookies, '*session based cookies*' and '*persistent cookies*'. Session based cookies only reside in memory; this means, when you close your browser the cookie will be gone. Persistent cookies on the other hand remain on your computer.

EPSON may use both types of cookies, depending on the specific site. We use the information collected via session based cookies to improve content and usage of the site. We use persistent cookies in order to deliver appropriate content on future visits and save you time (e.g. BuyEpson websites).

If you do not want to accept cookies you are able to refuse, selectively accept or delete them (if they are already stored) via your internet browser. Please use the help tool of your browser to find out how to achieve this.

If you choose to block cookies some features of our website will not function.

11. Web beacons

Some of our websites and email updates may contain electronic images called web beacons, sometimes known as one pixel GIFs, clear GIFs or pixel tags. On web sites, these allow us to count visitors who have viewed our pages. In promotional email messages/newsletters they allow us to count how many subscribers have read them. Web beacons allow us to develop statistical information about the activities and features that most interest our consumers for the purpose of providing more personalized content. They are not used to access personally identifiable information without your consent.

12. Procedures designed to protect the loss, misuse or alteration of information under EPSON's control.

EPSON is committed to ensuring the security of your User Information. EPSON has taken measures to prevent unauthorized access and/or disclosure. Amongst others we keep User Information in a secured server and we ensure that information is accessible only to the user who has initially entered the information, to authorised EPSON personnel and to our partner companies (as explained above).

EPSON shall not be responsible for any loss or damage (including contents, services, up-dates, change of any terms of use/privacy policy of such linked sites) however caused, in connection with your use of any linked site. Your access to any of the linked sites is at your own sole risk.

13. Credit card transactions

We care about the safety and security of your transaction. All transactions use Datacash and http encryption with VeriSign verification. We do not store any transactional data, only your purchase history.

14. Contacting us

To contact EPSON please refer to [contact email e.g. inquiry@epson.co.uk] or visit <http://www.epson-europe.com> to find your local EPSON site, in case you would like to:

- ask us any question regarding our privacy policy;
- request a copy of your Personal Information, or change or delete your Personal Information;

15. Removing your name from our mailing list

You may ask us at any time to remove your name and address from any future mailings, including new product announcements and special offers, by sending us an e-mail. Please send your request, showing your full name and address to [contact email e.g. inquiry@epson.co.uk].

16. Other important EPSON information

Please read through any associated Terms of Use applicable to certain EPSON sites as well.

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