

## **MEMA Global Privacy Policy**

*Effective Date: February 1, 2010*

This Privacy Policy applies to all web sites owned or operated by the Motor & Equipment Manufacturers Association (MEMA), and/or its subsidiaries or affiliates, including Automotive Aftermarket Suppliers Association (AASA), Heavy Duty Manufacturers Association (HDMA), and Original Equipment Suppliers Association (OESA) collectively referred to as "MEMA." The web sites owned or operated by MEMA are referred to collectively in this Privacy Policy as the "Sites." By using the Sites, you agree to follow and be bound by the following terms concerning the collection, storage and disclosure of your personally and non-personally identifiable information. You should not access or use the Sites if you do not agree to be bound by this Privacy Policy.

This privacy policy contains information about our commitment to your privacy, including:

- The information we collect and how we use it;
- Your right to access or update your personally identifiable information;
- Your right to opt-out of receiving communications from us; and
- Our pledge to have reasonable security measures in place to protect against loss, misuse, or alteration of information under our control.

**Note:** This privacy policy only applies to personally identifiable information collected in correlation with the Sites and not to the data collection on any other web site. Thus, this online privacy policy does not apply to the web sites of other companies, individuals, or organizations to which we may provide links. We have no control over information that is submitted to, or controlled by, third parties. Therefore, we ask that you exercise common sense in disclosing personal and financial information on the Sites. If you have any questions about how our advertisers and others use information, you should contact them directly.

### **A. Information We Collect**

We may collect two types of information about you when you visit the Sites: (1) personally identifiable information, such as your name, address, telephone number, e-mail address, and/or credit card number, and (2) non-personal, aggregate information, such as information regarding the pages on our Sites you have visited and your IP address.

#### **1. Personally Identifiable Information**

The only personally identifying information that we collect and store about you is the information that you have chosen to provide to us. For example, we may collect your personally identifiable information if you contact us with a question. In addition, if you register for an event, we may collect your name, address, e-mail address and other personally identifiable information so that we can process your registration.

## **2. Non-Personally Identifiable Information**

We may collect and use non-personally identifiable information about you in the following ways:

- Your Internet Protocol (IP) address or the proxy address of your Internet Service Provider (e.g. AOL, CompuServe, Comcast, etc.), as defined below;
- The resource on our server accessed as a result of the request, such as the web page, image, etc.;
- The query in the request;
- The name and version of your web browser;
- The content of any sent or received cookie, as defined below;
- The Uniform Resource Locator (“URL”) that was accessed before making the request for the applicable Site’s web server.

### **a. Cookies**

Some parts of the Sites web site may use a “cookie” – a file placed on your computer hard drive allowing our server to log the pages accessed in the Sites to determine if you have visited before. This cookie captures no personally identifying information. You may set your browser to warn you when placement of a cookie is requested, and decide whether or not to accept it. Please note that by rejecting a cookie some of the features available on the Sites may not function properly.

### **b. Internet Protocol (IP) Address**

Your IP address is a number that lets computers attached to the Internet know where to send you data - such as the webpages you view.

## **B. Sharing Your Information with Third Parties**

We may share your personally identifiable information and non-personally identifiable information in the following instances:

- We may share this information with any affiliates, members, agents or other parties whose products and services may be of interest to you;
- We may share this information with third parties that help manage our web site and databases and credit card processing companies;
- We may share this information with third parties in order to fulfill your request or otherwise complete a service requested by you;
- We also reserve the right to disclose your information if we reasonably believe we are required to do so by law; to protect our self or to protect the

- rights of another user; to reduce the risk of credit or other kind of fraud; or to comply with a court order;
- In the unlikely event that all or substantially all of our assets are sold or transferred to another party, this information may be transferred to this acquiring entity; and
  - Though we may also from time to time share your personally identifiable information with third parties for research and development purposes, but we will not sell your personally identifiable information to any third parties, other than as specifically disclosed in this policy.

If you do not want us to share your personally identifiable information in this manner, please do not provide us with this information or see the “Choice” section of this Privacy Policy, below.

### **C. Third Party Links**

The Sites may contain links to other sites. Additionally, third party sites may from time to time link to the Site. PLEASE BE AWARE THAT WE ARE NOT RESPONSIBLE FOR THE CONTENT OR PRACTICES OF ANY OTHER SITES. We encourage our users to read the privacy statements of each and every web site that they visit.

### **D. Choice**

We provide you with the following choices regarding the use of your information:

- You may set your browser not to accept cookies, or to warn you when a cookie is being placed on your computer. If you choose not to accept cookies, however, your ability to navigate this web site may be hindered;
- If you do not want us to share your personally identifiable information, please send an e-mail to **info@aftermarketsuppliers.org**.

### **E. Security**

We make every effort to have reasonable security measures in place to protect the loss, misuse, or alteration of information under our control, including using Secure Sockets Layer (SSL) technology to collect and transmit your information.

If we learn of a security systems breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Sites or providing personally identifiable information to us you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the Sites. We may post a notice on the Sites if a security breach occurs. We may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach

in writing. If you have any questions about the security of our web site, please contact Zoltan Borsodi at [zborsodi@mema.org](mailto:zborsodi@mema.org).

#### **F. Notification of Changes**

If we decide to change our Privacy Policy, we will post those changes on this Privacy Policy so you will always be aware of what information we collect, how we use it, and under what circumstances we disclose it. If at any point we decide to use personally identifiable information in a manner materially different from that stated at the time it was collected, we will notify you by way of e-mail and/or by posting a notice on the Sites. You will then have a choice as to whether or not we may use your information in this manner. We will use information in accordance with the privacy policy under which the information was collected.

#### **G. International Transfer of Data**

If you choose to provide us with personally identifiable information, we may transfer that information to other third parties, across borders, and from your country or jurisdiction to other countries or jurisdictions around the world. By using this Sites and submitting your personally identifiable information, you consent to any such transfer of your information.

#### **H. Special Policy Regarding Information from Children Under Thirteen**

We are not targeted to children under the age of 13, and we do not knowingly collect personally identifiable information from any child under the age of 13 without parental consent. If we become aware that such data has been collected, we will delete it.

#### **I. Contacting Us**

If you have any questions about this privacy policy or our privacy practices, please contact us at [info@aftermarketsuppliers.org](mailto:info@aftermarketsuppliers.org). All information you provide in any written communication will also be covered by this policy.

#### **YOUR CALIFORNIA PRIVACY RIGHTS**

Beginning on January 1, 2005, California Civil Code Section 1798.83 permits our visitors who are California residents to request certain information regarding Discovery's disclosure of personally identifiable information to third parties for their direct marketing purposes. To make such a request, please contact us: [info@aftermarketsuppliers.org](mailto:info@aftermarketsuppliers.org)