Elma Water Technologies Inc. Privacy Policy
Protecting your privacy is important to Elma Water Technologies Inc..
We strive to keep your personal information confidential. Please read the following policy to learn how we handle your personal information.

What information we collect.
We collect personal information such as your name and email address, your billing/shipping information including credit card number and shipping address, or your personal preferences (wish-lists, hobbies, likes and dislikes relating to the products we may sell). When submitting personal information on an online form, we will identify which fields are required in order to fulfill your request. Additionally, our Web server automatically collects URL and IP address information such as the address (or "URL") of the Web site that you came from before visiting our site, which pages you visit on our site, which browser you used to view our site and any search terms you have entered on our site.

How the information is used.
We use the information you provide in order to provide you with convenient access to our products and services, to give you exceptional customer service, to fulfill requests for products, services or information, and to keep you up to date on the latest product announcements, software updates, special offers, and other information we think you would like to hear about. We also use your information to administer your shopping account, to administer promotions, to monitor and improve the effectiveness of our Web sites or our marketing endeavors, and to tailor our online offerings to your preferences. From time to time, we may also use your personal information to contact you to participate in a market research survey, so that we can gauge customer satisfaction.

When we collect information.
We may collect information about you in several ways while shopping or taking advantage of services available on the Elma Water Technologies Inc. websites. For example, we request personal information when you: 1) set up an online account, 2) purchase products or services, 3) participate in a promotion or survey, 4) contact Elma Water Technologies Inc. with a question or concern, 5) apply for employment with Elma Water Technologies Inc., or 6) participate in other activities. In addition, when using our Web sites, our servers may collect click-stream information as described above. Elma Water Technologies Inc. may also obtain information or lists from other companies.
To save you time and make our web services easier to use, some areas of our website allow

you to create an online account with a "Elma Water Technologies Inc. ID" using your personal information. If you avail yourself of this service, our system saves your information and assigns you a personal Elma Water Technologies Inc. ID. The next time you order something from Elma Water Technologies Inc., you can simply enter your email address and password and the system will automatically look up the information it needs.

How we use cookies.

A "cookie" is a small data file that a Web site may send to your browser and which may then be stored on your system. To maximize your privacy, our policy at Elma Water Technologies Inc. is to avoid the use of cookies wherever possible. Our in-house designed shopping cart does not require the use of cookies. We do use cookies to optionally log you in automatically when you visit our site, but only after you approve of such use. The cookies we use do not reveal any personal information about you, except perhaps your first name so we can welcome you on your next visit. Some third party software we use on the Web site may use cookies.

How we share your information.

Elma Water Technologies Inc. may need to share personal information with third parties in limited circumstances. For example, we may release personal information to third parties to: perform services on our behalf, fulfill our customer's orders, send marketing communications, deliver packages, send postal mail and email, or process credit card payments. Information you may provide to us either online or offline may be combined or shared between current or future Elma Water Technologies Inc. entities and subsidiaries.

Occasionally, we may be required to provide personal information in response to a valid court order, subpoena, government investigation, or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful. We may release certain personal information when we believe that such release is reasonably necessary to protect the rights, property, and safety of others and ourselves. We may also release personal information in the event of a corporate sale, merger, reorganization, dissolution or similar event.

How we protect your personal information.

The Elma Water Technologies Inc. Web site uses industry-standard Secure Sockets Layer (SSL) encryption on all web pages where personal information is required. To make purchases from the Elma Water Technologies Inc. Store, you must use an SSL-enabled browser such as Netscape Navigator 3.0 or later, or Internet Explorer. This encryption technology protects your name, address, and credit card number during data transport.

Some older browser versions and some firewalls do not permit communication through secure servers. In that case, you will be unable to securely sign in to your account or to purchase products. You may choose to sign in to your account or purchase products through our non-SSL enabled server, but your password will not be encrypted. If you have already securely saved

billing information to your account, you can still order securely using your saved information. However, if you submit new billing information through the non-SSL enabled server, it will not be encrypted.
When you create an online account at Elma Water Technologies Inc., you will need to select a personal password that you will remember. It must be at least 6 alphanumeric characters. To maximize your level of protection, you should choose a combination of both letters and numbers, and change your password often. You are solely responsible for maintaining the secrecy of your passwords or any account information.
Although we cannot guarantee against any loss, misuse, unauthorized disclosure, alteration or destruction of data, we take reasonable precautions to prevent such unfortunate occurrences. Elma Water Technologies Inc. cannot ensure or warrant the security of any information you transmit to us by email and you do so at your own risk.

Access to your personal information.
You always have access to the information we have about you. To review and update your personal contact information, simply login to your account and view the information there.

You can browse anonymously.
When you browse the Elma Water Technologies Inc. website, you are able to do so anonymously. Generally, we do not collect personal information when you browse - not even your email address. Your browser, however, does automatically tell us the type of computer and operating system you are using.

Collecting information from children.
Elma Water Technologies Inc. does not knowingly solicit personal information from children or send them requests for personal information.
The Elma Water Technologies Inc. Privacy Policy is subject to change at any time. We encourage you to review the privacy policy regularly for any changes.