



## **Continental Plastic Privacy Statement**

CONTINENTAL is committed to protecting the confidentiality of customers' personal information consistent with CONTINENTAL's need to: 1) conduct business without divulging more information than is necessary; and 2) conduct research and measure quality using aggregated or non-identifiable data wherever possible. a. Collection of Personal Information from Site Visitors. CONTINENTAL may collect and/or track (1) the home server domain names, e-mail addresses, type of client computer, files downloaded, search engine used, operating system, and type of Web browser of visitors to CONTINENTAL's Web site, (2) the e-mail addresses of visitors that communicate with CONTINENTAL via e-mail, (3) information knowingly provided by the visitor in online forums, registration forms, surveys, e-mail, contest entries, and other online avenues (including demographic and personal profile data), and (4) aggregate and user-specific information. CONTINENTAL may place Internet "cookies" on visitors' hard drives. Internet cookies save data about individual visitors, such as the visitor's name, password, user-name, shopping cart, screen preferences, and the pages of a site viewed by the visitor. When the visitor revisits CONTINENTAL's Site, CONTINENTAL may recognize the visitor by the cookie and customize the visitor's experience accordingly. Visitors may decline cookies, if any, by using the appropriate feature of their Web client software, if available. When a visitor performs a search within CONTINENTAL' Web site, CONTINENTAL may record information identifying the visitor or linking the visitor to the search performed. CONTINENTAL may record information for every search request and may use that information to solve technical problems and to calculate overall usage statistics.

### **Use of Personal Data Collected**

Personal data collected by CONTINENTAL may be used by CONTINENTAL for many reasons, for example, for editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of users' behavior, for product development, for content improvement, or to customize the content and layout of CONTINENTAL' s site. Aggregate data on visitors' home servers may be used for internal purposes or provided to third parties such as marketing firms. Individual information, such as names, postal and e-mail addresses, phone numbers, and other personal information which visitors voluntarily provide to CONTINENTAL may be added to CONTINENTAL' s databases and used for future calls and mailings regarding site updates, new products and services, and upcoming events.

### **General Non-Confidentiality of Information Transmitted Via the Internet**

CONTINENTAL has security features to prevent the unauthorized release of or access to personal information. Please be advised, however, that the confidentiality of any communication or material transmitted to or from CONTINENTAL via this site or e-mail cannot be guaranteed. Accordingly, CONTINENTAL is not responsible for the security of information transmitted via the Internet or other global computer

networks. For more private communication, visitors can contact CONTINENTAL by mail or by telephone.

### **Opt-Out Right**

Visitors may opt out of having their personally identifiable information retained by CONTINENTAL, used by CONTINENTAL for secondary purposes, disclosed to third parties, or used by CONTINENTAL or third parties to send promotional correspondence to the visitor by contacting CONTINENTAL via postal mail, email or telephone. (This does not apply to collection of the Web browser of visitors to the Site.)

### **Access to and Ability to Correct Personal Data**

Upon request via postal mail, e-mail, or phone, CONTINENTAL will provide to visitors a summary of any personally identifiable information retained by CONTINENTAL regarding the visitor. Visitors may modify, correct, change or update such information that CONTINENTAL has collected via this Site or may cause their personal record to be removed from CONTINENTAL's database by contacting CONTINENTAL as set forth above.

### **CONTINENTAL's Right to Contact User**

CONTINENTAL reserves the right to contact site visitors regarding account status and changes to the subscriber agreement, privacy statement, or any other policies or agreements relevant to site visitors.

### **CONTINENTAL's Right to Change Privacy Statement**

CONTINENTAL reserves the right to change this Privacy Statement at any time and will use reasonable efforts to notify visitors of the existence and location of the new or revised privacy statement. Any change to this Privacy Statement shall be effective as to any visitor that has accepted the CONTINENTAL Web Site Terms and Conditions before the change was made.