

The Deringer-Ney Website Privacy Policy

Last updated: February 14, 2020

Deringer-Ney, Inc. (“Deringer-Ney”) respects your right to privacy and is committed to protecting your personal information.

We encourage you to read this Privacy Policy carefully. It describes the practices and procedures that we have established to safeguard and appropriately handle your personal information. It tells you what information we collect, how we collect it and how we use it and it outlines your rights regarding that information, rights for example to correct, change or to otherwise control your information.

Just as important, in our view, this Privacy Policy and the practices and procedures it describes, affirms our commitment to abide by applicable data privacy and security laws and to good and ethical business practice.

WHAT INFORMATION WE COLLECT AND HOW WE COLLECT IT

“*Personal information*”, as used in this Privacy Policy, is any information relating to an identified or identifiable person. An identifiable person is someone who can be identified, directly or indirectly, by reference to an identifier such as a name, an email address, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person.

1. *Information that you give us*

Some visitors to Deringer-Ney’s website may choose to interact with it in ways that require them to provide us with personal information. The amount and type of information that you provide will depend on the nature of the interaction.

If you wish to:

- receive our e-newsletter or additional information about Deringer-Ney as a company or about its products or services
- request a quote
- use our online job application feature
- access our “Ask Dr. Smith” resource
- download our manuals, technical papers, presentations, info-graphics, or similar publications
- request or register for a seminar or other event

then we may ask you to provide information tailored to facilitate these requests including your:

- name and email address
- postal address or geographic location
- company name and job title
- telephone and fax numbers
- personal comments, questions, requests, or statements of need
- resume (if applying for job online)

This information may also be collected should you call or e-mail Deringer-Ney.

You may at any time withdraw your consent to our collection, use, or disclosure of your personal information, on reasonable notice, subject to certain legal or contractual restrictions that might apply in a given situation. If for some reason we cannot fully comply with your withdrawal request, we will notify you. We will inform you of the implications of withdrawing your consent to such collection, use, and disclosure.

2. Information that we receive from your passive use of our website (Cookie Policy)

Deringer-Ney also collects information about your use of our website through tracking technology such as “cookies” to help us analyze our website traffic and enhance your user experience. This section describes our Cookie Policy.

Cookies are small text files that are placed on your computer by websites that you visit. Cookies do not collect or keep your name or personal information other than a numeric identifier. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the websites that you visit.

Below are the cookies that Deringer-Ney uses and why.

Google Analytics Cookies:

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the site from and the pages they visited. For more information, please read Google's [overview of privacy and safeguarding data](#).

__utma

This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like Days and Visits to purchase.

__utmb, utmc

These cookies work together to calculate how long a visit takes.

__utmt

This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes.

__utmz

This cookie keeps track of where the visitor came from, what search engine was used, what link was clicked on, what keyword was used, and the user's geolocation when they accessed the website.

AddThis Cookies:

AddThis is a social bookmarking service operated by Oracle, which can be integrated into a website with the use of a web widget. Once the widget is added, visitors to the website can bookmark or share an item using a variety of services, such as Facebook, MySpace, Google Bookmarks, Pinterest, and Twitter. For more information, please read Oracle's [AddThis Privacy Policy](#).

__atvvs

This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms.

__atuvc

This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.

HOW WE USE YOUR INFORMATION

Deringer-Ney will never sell, trade, or otherwise transfer to outside parties your personal information except as expressly stated in this Privacy Policy.

We may use your personal information:

- To communicate with you about our company, products, or services.
- To improve our products or services, including our website.
- To maintain and administer our website.
- To evaluate the quality of our products and services.
- To comply with our legal, regulatory, compliance, or auditing obligations.

We will only collect and use personal information that you choose to give us, that is necessary for our legitimate business purposes, that is required by law or regulation, or as otherwise described in this Privacy Policy.

HOW LONG WE KEEP YOUR INFORMATION

We will retain your personal information only for as long as reasonably necessary to carry out the purposes for which it was collected. When those purposes no longer apply, or earlier if you so request pursuant to this Privacy Policy, we will securely delete your personal information.

HOW AND WHY WE MIGHT SHARE YOUR INFORMATION

Deringer-Ney will not disclose your personal information without your consent to do so, except:

- As indicated in this section and in our Cookie Policy described above.
- To carry out the purposes for which you have provided it to us.
- To comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.
- In the context of a sale, amalgamation, re-organization, transfer, or financing of parts or some or all of Deringer-Ney's business.
- For purposes of research and development where your personal information combined with all or some of the personal information of other users and such aggregated data no longer contains personal information.

We use a third-party provider, Constant Contact, to manage our e-mail mailing lists and to deliver our newsletters and other e-mails. When you sign up to receive e-mails from Deringer-Ney, your personal information is securely shared and stored with Constant Contact. You may "unsubscribe" from our e-mails at any time by clicking on the "unsubscribe" link at the bottom of our e-mails, in which case Constant Contact will delete your information from our mailing list. For more information on how Constant Contact protects this data, please review [Constant Contact's privacy policy](#).

In any such case, Deringer-Ney requires recipients to comply with the terms of this Privacy Policy and all applicable data privacy and security laws.

In the unlikely event we discover that a recipient is using personal information in way that conflicts with this Privacy Policy, we will take all reasonable steps to stop them.

TRANSFERRING INFORMATION ABROAD

Under some circumstances, we may need to transfer personal information from one jurisdiction to another, including to jurisdictions where the laws provide different protection than the jurisdiction from which the information was derived. In any such case, we will take

appropriate measures to ensure that personal information is transferred, processed and protected in accordance with this Privacy Policy and all applicable data privacy and security laws.

CHILDREN

Deringer-Ney's website is intended for users eighteen (18) or older. It is not in any way designed to attract children. If we discover that a person under the age of eighteen (18) has submitted personal information to our website, or that someone has inappropriately done so on their behalf, we will delete such information from our databases as soon as practicable and in accordance with applicable law.

TECHNICAL, PHYSICAL, AND ADMINISTRATIVE SECURITY

We have implemented commercially reasonable security safeguards to protect your personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. Methods of protection include: physical measures (e.g., locked facilities and restricted access to offices); organizational measures (e.g., authenticated access to computer systems and limiting employee access only to what is needed to perform job functions); and technological measures (e.g., the use of complex passwords, firewalls, and encryption of data in transit).

YOUR RIGHTS AND CHOICES

1. *Access and Correction*

You may at any time challenge the accuracy and completeness of your personal information and have it amended or corrected as appropriate. In any such case, Deringer-Ney may request that you provide identifying information sufficient to verify your identity and ownership of the information. Any such identifying information shall be used only for this purpose.

2. *Receipt or transfer*

You may at any time request to receive one copy of your personal information and to have your personal information transferred to a third-party. In any such case, we will, where technically feasible, provide it in a structured, commonly used and machine-readable format.

Please note that this right of portability applies only in limited circumstances, such as: where we are processing personal data on the basis of your consent or pursuant to our contractual agreements with you, and the processing is carried out by automated means.

3. *Deletion*

You have the right to request that Deringer-Ney permanently delete your personal information when:

- we no longer need your data for the purposes for which it was collected
- we have been processing the particular data based only on your consent, you withdraw your consent, and there is no other legal ground for us to continue processing
- you successfully object to the processing of certain data (see “Objection” below)
- the data has been unlawfully processed, or
- erasure is required by law.

This right will not apply where continued processing of your personal information is necessary for:

- the exercise of the right of freedom of expression and information
- compliance with applicable law
- performance of a task carried out in the public interest or the exercise of official authority vested in Deringer-Ney
- for reasons of public health
- certain types of archiving that is in the public interest, scientific or historical research or statistical purposes, or
- the establishment, exercise or defense of legal claims.

Although Deringer-Ney may remove most personal information, such as contact information (address, phone number, etc.), we cannot remove certain records which we are bound to keep by law or by codes of conduct or other authority.

4. *Objection and Restriction*

You may at any time request that Deringer-Ney cease or restrict certain processing of your personal information. If you are in any way unhappy with our collection or use of your personal information or even the terms of this Privacy Policy, we hope that you will contact us as described below so that we can address your concerns. If however you would like to lodge a complaint, you have the right to do so by contacting your local supervisory authority for further assistance and information.

HOW DO I EXERCISE THESE RIGHTS AND OPTIONS?

If you wish to take any of the actions described above, please do so by contacting us as described below. We will attend to your request promptly and will respond within a reasonable time.

CONTACT US

Should you have any questions or concerns regarding this Privacy Policy or our collection or use of your personal information, please contact us by email at privacy@deringerney.com.

CHANGING OUR PRIVACY POLICY

We will only use personally identifying information in the manner described in the Privacy Policy in effect when the information was collected from you. We reserve the right, however, to change the terms of this Privacy Policy at any time by posting revisions to the website.