



# PRIVACY POLICY

Last updated on June 23, 2011.

Inventor Institute Inc. (hereinafter “Inventor Institute”, “We”, “Us”, or “Our”) has created this Privacy Policy (hereinafter the “Privacy Policy”). The purpose of this Privacy Policy is to inform you (hereinafter “You”, “Your”, or “Yourself”) as (a) a user of one or more web sites on the World Wide Web that are owned and operated by Inventor Institute (hereinafter the “Site”) and/or (b) a purchaser and/or user of products and/or services offered by Inventor Institute (hereinafter the “Products and/or Services” or “Products and Services” as the context may require) of the circumstances under which We collect information and data regarding You. This Privacy Policy also serves to inform You about the circumstances under which We will disclose such information and data about You to third parties. Please read this Privacy Policy carefully in order to ensure that You understand, agree to, and accept it in its entirety. This Privacy Policy may change from time to time, so please check back periodically to review it. By using the Site and/or purchasing and/or using Products and/or Services offered by Inventor Institute, You acknowledge that You understand, agree to, and accept, without limitation or qualification, all of the following terms and conditions of this Privacy Policy without modification:

## 1) Types of Information Collected.

### a. Invention Information Collected.

Notwithstanding anything in this Privacy Policy to the contrary, the collection, use, and disclosure of any confidential information collected by Us from You related to any invention, innovation, product, process, idea, or other intellectual property (such information is hereinafter referred to as “Invention Information”) shall not be governed by this Privacy Policy. Instead, the collection, use, and disclosure of Invention Information shall be governed by a separate Invention Confidentiality Agreement that We will provide to You in the event that You purchase and/or use Products and/or Services from Inventor Institute that require You to disclose Invention Information to Us. You should consult with qualified legal counsel before disclosing any Invention Information to Us to ensure that Your intellectual property rights are adequately protected. For purposes of clarification, Invention Information does not include Personal Information or Traffic Data as such terms are defined below in this Privacy Policy. The collection, use, and disclosure of Personal Information and Traffic Data are governed by this Privacy Policy alone and not by any Invention Confidentiality Agreement provided by Us as part of Your purchase and/or use of the Products and/or Services offered by Inventor Institute. Do not submit any Invention Information to Us without first agreeing to and accepting the terms and conditions of the Invention Confidentiality Agreement provided by Us as part of Your purchase and/or use of the Products and/or Services offered by Inventor Institute. If You submit any Invention Information to Us without first agreeing to and accepting the terms and conditions of the Invention Confidentiality Agreement provided by Us as part of Your purchase and/or use of the Products and/or Services offered by Inventor Institute, such Invention Information will be deemed non-confidential and may be destroyed without notice to You.

### b. Personal Information Collected.

In order for You to access certain areas of the Site or to purchase and/or use Products and/or Services, You may be required to provide Us with information that personally identifies You (“Personal Information”). Personal Information may include: (i) contact data such as, but not limited to, Your name, mailing address, billing address, email address, fax number, and telephone number (“Contact Data”); (ii) financial data such as, but not limited to, Your credit card or bank account number and other information related thereto (“Financial Data”); and (iii) demographic data such as, but not limited to, Your zip code (“Demographic Data”); provided, however, that under no circumstances does Personal Information include Invention Information. If You communicate with Us by telephone, fax, mail, e-mail, or otherwise communicate with Us in any manner for any reason, or otherwise submit or post information or messages on the Site, or purchase and/or use Products and/or Services, any Personal Information provided in such communications or related to such purchases may be collected by Us as Personal Information and You expressly consent to the use of Your Personal Information in accordance with the terms of this Privacy Policy.

### **c. Web Site Traffic Data Collected.**

Inventor Institute automatically gathers general statistical information about visitors to the Site. Accordingly, Inventor Institute may automatically track and collect certain technical information from You when You visit the Site. This may include: (i) Your IP address; (ii) Your domain server; (iii) Your type of computer; (iv) Your type of browser; (v) the pages You viewed; and (vi) the Products and Services You viewed (hereinafter collectively "Traffic Data"). Traffic Data is anonymous information which does not personally identify You, but which may be used for improving Your experience on the Site.

## **2) Use of Information Collected.**

### **a. Use of Personal Information Collected.**

We will primarily use Your Personal Information in connection with furnishing to You the Products and/or Services that You purchase from Us. In addition, We may use Your Contact Data to give You (i) information about Us and Our Products and Services and promotions; and (ii) promotional materials from some of Our partners. We may also use Your Contact Data to contact You (via e-mail, mail, telephone, fax, or otherwise) in connection with any purchase and/or use of Products and/or Services by You, to assist Us in furnishing to You the Products and/or Services that You purchased from Us, Your use of the Site, to respond to any communication from You, to manage Our relationship with You, or as We otherwise deem necessary. We will use Your Contact Data and Your Financial Data to bill You for Products and/or Services that You have purchased from Us. We may use Your Demographic Data to customize and tailor Your experience on the Site, displaying content that We think You might be interested in.

### **b. Use of Web Site Traffic Data Collected and Cookies.**

We use Traffic Data to improve Our marketing and promotional efforts, to analyze Our Site usage, to improve Our content and product and service offerings, and to customize Our Site's content, layout, and services. We may also use Traffic Data to help diagnose problems with Our server, to manage Our Site, to enhance Our Site based on the usage pattern data We receive, or as We otherwise deem necessary. We may also use "cookies" for purposes such as customizing content specific to You so that when You visit the Site again, Your experience will be personalized. A cookie is a small amount of data that is sent to Your browser from a web server and stored on Your computer's hard drive. Cookies are used to save You time when You make a return visit to the Site. Preference and options configurations in Your browser determine if, and how, a cookie will be accepted. Usage of a cookie is in no way linked to any personally identifiable information while on Our Site. You can change those configurations on Your computer if You desire. By changing Your preferences, You can accept all cookies, You can be notified when a cookie is set, or You can reject all cookies. If You do so and cookies are disabled, You may be required to re-enter Your information more often and certain features of Our Site may be unavailable to You. We may disclose Traffic Data to third parties.

## **3) Disclosure of Personal Information to Third Parties.**

### **a. General.**

Inventor Institute respects Your Privacy and is committed to protecting it as set forth in this Privacy Policy. Except as otherwise provided in this Privacy Policy, Inventor Institute will keep Your Personal Information private and will not disclose it to third parties without Your prior consent, unless We believe in good faith that such disclosure is reasonably necessary or appropriate: (i) to comply with a court order or other legal process; (ii) in connection with any legal proceeding or prospective legal proceeding; (iii) in order to establish, exercise, protect, or enforce the rights of Inventor Institute or others (including, without limitation, for purposes of fraud prevention); or (iv) to protect against imminent harm to the property or safety of Inventor Institute, Our customers, or the public. Notwithstanding anything in this Privacy Policy to the contrary, We may share Demographic Data with advertisers and other third parties. Any Demographic Data We share with advertisers and other third parties is not linked to any Personal Information and cannot identify any individual person. Furthermore, notwithstanding anything in this Privacy Policy to the contrary, (a) We may share Personal Information with Our employees or third parties who furnish products or services necessary to provide You with the Products and/or Services purchased and/or used by You from Us, but only if such employees or third parties agree to comply with this Privacy Policy and not use Your Personal Information for any other purpose; and (b) in the event that Inventor Institute sells or is contemplating selling all or a portion of its business or assets, Inventor Institute reserves the right to disclose and/or transfer Your Personal Information to the purchaser or prospective purchaser in connection with such acquisition, provided that such purchaser or prospective purchaser agrees to comply with this Privacy Policy.

**b. Financial Transactions.**

Notwithstanding anything in this Privacy Policy to the contrary, Inventor Institute may share Your Personal Information (including, but not limited to, Your Contact Data and Financial Data) with third parties for the purpose of executing financial transactions between You and Inventor Institute that have been authorized by You.

**c. Security.**

Inventor Institute employs reasonable and current technical and organizational security methods to prevent unauthorized access, maintain data accuracy, and ensure correct use of Personal Information. Your Personal Information is stored on secure servers that are kept in a physically secure environment. In addition, We will provide You with the capability to transmit Your Personal Information online via secured and encrypted channels if You use a similarly equipped web browser. If You prefer to not submit Personal Information over the internet, You always have the option of placing orders by regular mail or by phone using Our contact information. All Personal Information, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to Personal Information. Your Inventor Institute account is password protected. We recommend that You do not divulge Your password to anyone. Our personnel will never ask You for Your password in an unsolicited phone call or in an unsolicited e-mail. Remember to sign out of Your account and to close Your browser window when You have finished Your session. This is to help ensure that others cannot access Your Personal Information and correspondence if You share a computer with someone else or are using a computer in a public place where others may have access to it. Despite Our commitment to protecting the privacy of Your Personal Information, no data transmission over the Internet, wireless network, or otherwise can be guaranteed to be perfectly secure. As a result, We cannot guaranty the security of any Personal Information You transmit to Us and You do so at Your own risk.

**4) Deletion/Disposal of Personal Information.**

We may delete or otherwise dispose of any or all of Your Personal Information, whether stored electronically or in paper form, at any time without notice. In the event that We do so, We will delete or dispose of Your Personal Information in a manner that employs reasonable and current technical and organizational security methods to prevent any unauthorized access to Your Personal Information.

**5) User Choice Regarding Collection, Use, and Distribution of Personal Information.**

You may choose not to provide Us with any Personal Information. However, You will not be able to access and use those portions of the Site that require Your Personal Information. If You do not wish to receive information and promotional materials from Us, You may select the appropriate "opt-out" option each time We ask You for Personal Information or by contacting Us online at <http://www.myinventionscore.com/page/contact> to "opt-out" at anytime.

**6) User Ability to Access, Update, and Correct Personal Information.**

In order to ensure that all of Your Personal Information is correct and up-to-date, please contact Us online at <http://www.myinventionscore.com/page/contact>.

**7) Data Collection from Children.**

Inventor Institute does not knowingly collect any information from children.

**8) Other Web Sites.**

The Site contains links to other web sites that are owned and operated by third parties. Inventor Institute is not responsible for the privacy practices, content, and other practices of such web sites.

## **9) Changes to Privacy Policy.**

Inventor Institute reserves the right, at any time and without notice, to change, modify, add to, or delete portions of this Privacy Policy, simply by posting such change to this Privacy Policy on the Site. Any such change will be effective immediately upon posting on the Site. It is Your responsibility to regularly check the Site to determine if there have been changes to this Privacy Policy and to review such changes. If We make any changes to this Privacy Policy, We will indicate at the top of this Privacy Policy the date this Privacy Policy was last revised. Your continued use of the Site or Your purchase or continued use of any Products and/or Services offered by Inventor Institute after any such changes constitutes Your acceptance of the new Privacy Policy. If You do not agree to and accept, without limitation or qualification, all of the terms and conditions of this Privacy Policy or any future Privacy Policy without modification, do not use or access (or continue to use or access) the Site or purchase and/or use (or continue to purchase and/or use) any Products and/or Services offered by Inventor Institute.

## **10) Questions; Contact Information.**

If You have any questions or concerns about this Privacy Policy, the practices of the Site, or Your dealings with Us or the Site, please contact Us online at <http://www.myinventionscore.com/page/contact>.

## **11) Terms of Service Agreement.**

Please also make sure to read Inventor Institute's Terms of Service available at <http://www.myinventionscore.com/page/terms> to understand the additional terms and conditions which apply to Your use of Our Site and Your purchase and/or use of Products and/or Services.