

## Privacy Policy

At KARL STORZ VETERINARY ENDOSCOPY-AMERICA (hereinafter to be referred to as KARL STORZ, we or us), we respect your right to privacy and we understand that visitors to [www.lapspay.com](http://www.lapspay.com) (the "Site") need to control the uses of their personal information. On the Site, KARL STORZ allows individuals to request and download information regarding our products and services. The privacy policy below describes the measures taken by us to protect your privacy in connection with your use of our Site.

### WHAT INFORMATION DO WE COLLECT AND WHEN DO WE COLLECT IT?

**IP Address.** An Internet Protocol ("IP") address is a unique string of numbers that is assigned to your computer by your Internet Service Provider. Web servers automatically identify your computer by its IP address. We will use your IP address to help diagnose problems with our server and to administer our Site. Your IP address also may be used to gather broad demographic information.

**Cookies.** A "cookie" is a small data file that can be placed on your hard drive when you visit certain websites. We may use cookies to collect, store and sometimes track information for statistical purposes to improve the services we provide. These cookies do not enable third parties to access any of your personal information. Additionally, be aware that if you visit other websites you may be required to accept cookies. Advertisers and partners may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

### HOW DO WE USE THE INFORMATION WE COLLECT?

**Requests for information.** We use your contact information to respond to your inquiries and requests for information. Customized experience. We gather your information to provide you with a customized experience on our Site. Your information helps us tailor the content, services, goods and advertising to your current and future needs.

**Marketing materials.** If you register with our Site, from time to time, we may send you e-mail messages and physical mailings informing you of our products and services and also third party products and services we believe may be of interest to you, such as new features and services, special offers and updated information. Our e-mail newsletters may contain code that enables our database to track your usage of the newsletters, including whether the e-mail was opened and/or what links (if any) were clicked. We will combine such information with other information we have about you and may use this information to improve your experience with our Site and/or provide customized e-mail communications to you.

Market survey. We may compile, aggregate and use the information we collect for statistical analysis, benchmarking and research purposes.

### WHO DO WE SHARE YOUR REGISTRATION INFORMATION WITH?

We will not share personally identifiable information with third parties (aside from entities that perform services for us, such as KARL STORZ distributors, that either are bound to comply with our privacy policy or have privacy policies that protect your information).

We may, however, disclose personally identifiable information you provide if required to do so by law or if we have a good faith belief that disclosure is necessary to (1) comply with the law or with legal process served on us; (2) protect and defend our rights or property; or (3) act in an emergency to protect someone's safety.

We may share aggregated personal data that we compile from the Site with third parties. Information used for these purposes is used in aggregate form only, without identifying or being capable of identifying the source of the information.

As we develop our business, we may buy or sell assets, and, depending upon the transaction, your information may be one of the transferred assets. In the event that we are acquired by another company, your personal information may be part of the assets transferred to the acquiring party.

### WHAT ARE YOUR OPTIONS TO CONTROL THE USE OF YOUR REGISTRATION INFORMATION?

Although most users of our Site tell us they value receiving our newsletters and information regarding products or services provided by us or others, we recognize the importance of providing you with choice and control. If you would rather not receive emails about new products, services or other noteworthy news, please contact us:

[info@lapspay.com](mailto:info@lapspay.com)

## HOW CAN I UPDATE MY PROFILE?

You can help us maintain the accuracy of your profile by notifying us when you change your address, title, phone number, e-mail address or mailing address. If at any time you wish to update your information, you may email [info@lapspay.com](mailto:info@lapspay.com). Please include your current contact information so that we can make the appropriate corrections. To delete your profile please email [info@lapspay.com](mailto:info@lapspay.com).

## WHAT ABOUT CHILDREN'S PERSONALLY IDENTIFIABLE INFORMATION?

Our Site is not directed to children under the age of 13. We respect the privacy of parents and children and are committed to complying with the Children's Online Privacy Protection Act ("COPPA"). On those areas of our Site that ask for age, we do not collect personal information from individuals who identify themselves as under the age of 13 except in those limited circumstances where we believe that such collection is permitted under COPPA.

We may ask prospective users to provide their age during the registration process and on other areas of our Site. If a user indicates that he or she is under the age of 13 then all personal data collected during the registration process is automatically deleted except that we may retain and use limited information, such as the child's email address, for a limited period of time, in those cases where we believe that the collection and use of such information is permitted under COPPA.

If a parent believes that his or her child has provided us with personal information, he or she can contact us via e-mail or postal mail as listed below. We will promptly delete the information upon learning that it relates to a child under the age of 13.

We believe that parents should supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help provide a kid-friendly online environment. These tools can also prevent children from otherwise disclosing online their name, address and other personal information without parental permission.

## WHAT ELSE SHOULD YOU KNOW ABOUT YOUR PRIVACY?

**Security.** We have security measures in place to protect the loss, misuse and alteration of the information under our control. These security measures include a firewall to prevent unauthorized access to our systems and maintenance of registration information in a separate database. Although we will exercise reasonable care in providing secure transmission of information between your computer and our servers, we cannot ensure or warrant the security of any information transmitted to us over the Internet and we accept no liability for any unintentional disclosure. If you have any queries or suggestions concerning data protection, please contact [info@lapspay.com](mailto:info@lapspay.com).

**Links to Other Sites.** Our Site contains hyperlinks and pointers to Internet sites maintained by third parties. These links are provided for your reference only. We do not control, operate or endorse in any respect information, products or services on such third-party sites and are not responsible for their content. Many third-party sites have their own privacy policies that differ from ours. This privacy policy only covers our Site and does not cover any other site. While we make every effort to keep your information secure, we do not control the policies of other sites.

## CHANGES TO THIS PRIVACY POLICY

We may make changes in our privacy policy from time to time. When we do so, we will post the revised privacy policy on our Site with a link at the bottom of our home page. Our home page will also contain a statement notifying readers that the policy has changed and the effective date of that change.

## CONTACTING KARL STORZ

We would like to receive your comments and questions about this Privacy Policy and any other matter you have regarding our Site. Please address comments or questions to us via e-mail or postal mail.

You can complete our e-mail form at: [contact form](#)

## **ACCEPTANCE OF PRIVACY POLICY.**

Your use of our Site, including any dispute concerning privacy, is subject to this Privacy Policy and the User Agreement. **BY USING OUR SITE, YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY POLICY AND OUR USER AGREEMENT.** We reserve the right to modify this Privacy Policy at any time by posting the changes on this page. Please check the revision date at the bottom of this page to determine if the policy has been modified since you last reviewed it. Your continued use of any portion of our Site following posting of the updated Privacy Policy will constitute your acceptance of the changes.

## **EFFECTIVE DATE.**

This privacy policy was last revised on May 15<sup>th</sup>, 2008, the effective date.