



E Ink Corporation
733 Concord Avenue
Cambridge, MA 02138
www.eink.com

WEBSITE PRIVACY POLICY

This privacy policy is applicable to the website[s] and commerce URLs accessible at eink.com (individually and collectively the "Site"), which is operated by E Ink Corporation or its affiliates (the "PROVIDER", "we", "our", or "us"). The purpose of this privacy policy is to disclose to you what information we may collect, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you have regarding our collection of information and our use and disclosure to other parties of information we may have collected from you.

When this privacy policy uses the term "personal information," we mean information that identifies a particular individual, such as your full name, street address or email address. When other information, such as a favorite team or player, is associated with personal information, it also becomes personal information for the purposes of this privacy policy.

Please read the information below to learn more about our data collection policies and practices.

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TYPES OF INFORMATION THAT MAY BE COLLECTED

The following are the types of information we may collect:

Information You Provide Us

In the course of using the website, we may ask you to provide us with certain information, including contact information (such as your name, mailing address, email address, phone number, or zip code), unique identifiers (such as your user ID and password), demographic information (such as your date of birth or gender) or similar information. Personal information that you provide to us, such as your user ID and password, name, email address, telephone number, physical address, birth date, gender or zip code or other information may be collected via the Site.

Site Usage Information

We may receive and store certain types of information whenever you visit the Site. For example, we may collect click-stream data and your IP address.

Email Communications

When you open emails from the Site, we may receive a confirmation noting you opened an email from us, if your computer supports such capabilities. We also may keep track of what emails we send you and what emails you may be receiving from us and our subsidiaries and affiliates. Additionally, we keep a record of what types of emails you have opted to and not to receive.

Information from Other Sources

We may receive information about you from other sources within the Provider organization in order to better understand how you interact with us for content and marketing purposes, and add that information to your personal information that we have collected.

HOW INFORMATION MAY BE COLLECTED

We may collect information from you in several different areas on the Site, including but not limited to those described below:

Registration

You may be asked first to complete a registration form and provide personal information; you may also be asked to choose a user ID and password in order to take advantage of certain features the Site may choose to offer, including, but not limited to, Newsletters, Contests, Forums, or other subscription-based services. Participation in registration is voluntary and you will have the opportunity to decide whether or not to disclose information to the Website.

Newsletters and Site Emails

We may offer free newsletters to share information with you about the Site, about us and our affiliates and subsidiaries, or about our business partners and advertisers and sponsors. You may receive a newsletter either by registering for a particular newsletter or in conjunction with a special feature or membership for which you have registered on the Site. You may cancel your free email subscription by following the instructions provided on the Site or, in some instances, in the designated area of certain newsletters or emails.

Contests or Sweepstakes

We may operate contests and sweepstakes through the Site which may require registration. Your personal information may be used to contact you for winner notification, prize delivery confirmation or other related purposes. We may ask your permission to allow us to post publicly some of your information on the Site but without further permission, you acknowledge that we may publish your name or user name if you are a winner. You will be reminded about this when you enter a contest or sweepstakes and you will be given an opportunity at that time to opt out of this requirement (if this disqualifies your entry you will be so informed at the entry page).

Surveys or Voting

From time-to-time we may request personal information from you via surveys or voting polls. Participation is voluntary and you will have the opportunity to decide whether or not to disclose information. At times, you may have to register to vote or to take part in a survey.

Cookies

As with many Websites, our Website uses a technology called "cookies." A cookie is a unique, random number that is stored in the browser on your computer. The cookie doesn't actually identify you, just the computer that is used to visit the site. Cookies automatically identify your browser to the Website whenever your computer is used to visit the Website. Cookies also let us know how many people visit our website and where visitors go on the site. In addition, cookies can let us know non-personal information, like what web browser is being used to access the website. For registered users, cookies can make using the Website easier for you by saving information such as your passwords or preferences. By tracking how and when you use the Website, cookies help us determine which areas are popular and which are not. Many improvements and updates to the Website are based on data obtained from cookies. Accepting

cookies allows you, among other things, to personalize your experience on the Website. Cookies may also allow the Website to present to you advertising which may be of interest to you. If you do not want information collected through the use of cookies, your browser should contain an option that allows you to disable or delete cookie data at any time. Some areas of the Website, however, may not provide you with a personalized experience if you have disabled the use of cookies. Some of our business partners (e.g., advertisers) use cookies on our site. We have no access to or control over these cookies. This privacy statement covers the use of cookies by this Site only and does not cover the use of cookies by any advertisers.

Opting out of Third Party Cookies

If you would like to manage the cookies set or accessed on your computer by third parties, including our business partners (e.g., advertisers) you must visit their respective website(s).

IP Addresses and Click-stream Data

We may collect IP addresses and/or click-stream data for purposes of system administration and to report aggregate information to third parties. An IP address is a number that is automatically assigned to your computer whenever you access the Internet. Our computers identify your computer by its IP address. When you request Web pages from the Site, our computers log your IP address. Click-stream data is information collected by our computers when you request Web pages from the Site. Click-stream data may include such information as the page served, the time, the source of the request, the type of browser making the request, the preceding page view and other such non-personal information. When analyzed, this data helps us analyze how visitors arrive at the Site, what type of content is most popular, what type of visitors in the aggregate are interested in particular kinds of content and the like.

Transaction Information

If you order any information from our Site, buy any of our products or subscribe for any of the services offered on our Site, we will ask you to complete an order form that will request certain information from you, including general contact and shipping information. We will use this information to complete the transaction that you have requested, i.e., to deliver the information, products or other services that you order. This information is collected and stored through encrypted means for your protection.

If you make a purchase, we will not collect your financial or credit card Information (credit card number, expiration date, etc.). You will be transferred to a third party credit card processing vendor which is required to collect, store, secure and handle that information in accordance with the Payment Card Industry Security Standard. Please consult the privacy policy of the third party vendor to which you are linked for additional details concerning the protection of information you submit to them.

HOW WE USE THE INFORMATION COLLECTED

Each of the PROVIDERS own the information collected via this Site. As applicable, the information you provide to us may be used to:

- contact you about the Site;
- contact you relating to your newsletter subscription;
- confirm or fulfill an order you have made;
- monitor or improve the use of the Site;
- monitor compliance with our terms and conditions of use of the Site;
- provide special offers to you from the PROVIDERS and/or their respective affiliates and subsidiaries and other third parties;
- send you promotional material on behalf of our business partners;
- inform you of a prize you have won.
- promote the winning of prizes
- provide special offers to you from the PROVIDERS

WITH WHOM THE INFORMATION MAY BE SHARED

At times, we may share your personal information with others for various purposes. The following outlines the ways in which your information may be shared with others. Except as expressly set forth below, Provider does not share, sell, rent or trade personal information with third parties for their promotional purposes.

Agents: We employ other businesses, certain services and individuals to perform functions on our behalf. Examples include fulfilling orders, sending e-mail, removing repetitive information from customer lists, Site analysis, analyzing data, providing marketing assistance, processing credit card payments, and providing customer service. These entities have access to personal information needed to perform their functions, but may not use it for other purposes.

Promotional Offers: We may send offers by email to you on behalf of other partners. When we do this, we do not give that partner your name and address. If you do not want to receive such offers, you may opt out in response to the email, or change your preferences by visiting optout@eink.com including a description of the list from which you have chosen to opt out.

Aggregate Information: We may share aggregate information such as demographics and Site usage statistics with other organizations. When this type of information is shared, the other parties do not have access to your personal information.

Opt-in and Opt-out Programs: When you provide us with personal information, you may be presented with the opportunity to share your personal information with third parties for various purposes, such as receiving information or special offers. An opt-in/opt-out message will ask you if you would like your information to be shared. When you allow us to share your personal information with third parties, we require third parties who have access to that information to agree to abide by our current Website privacy policy. Once the information is transferred, however, we cannot control the privacy practices of these other companies.

Partners, Subsidiaries and Affiliates: We may share your information (including, without limitation, personal information) with our subsidiaries and affiliates. If you do not want us to share your information with our subsidiaries and affiliates, you may tell us by sending an email to affiliates@eink.com with your request (please write "Affiliates" in the subject line of your email).

Business Transfers: In the event that all or substantially all of our assets are sold or transferred to another party, or another transaction occurs in which your personal information is one of the business assets transferred, all personal information that has been collected and saved may be one of the business assets we transfer.

Legal Process: In the event we are required to respond to subpoenas, court orders or other legal process your personal information may be disclosed pursuant to such subpoena, court order or legal process, which may be without notice to you.

CHAT ROOMS, FORUMS, AND MESSAGE BOARDS

The Site may make chat rooms, forums and message boards available to its users. While you are required to register with the site for access to these areas, you are not required to provide any personal information when using these areas but you may choose to do so. If you post personal information online, it will be publicly available and you may receive unsolicited messages from other parties. We cannot ensure the security of any information you choose to make public in a chat room, forum, or message board. Also, we cannot ensure that parties who have access to such publicly available information will respect your privacy. Please exercise caution when deciding to disclose personal information in these areas.

LINKS TO OTHER WEB SITES

This privacy policy applies only to this Site. When you are on the Site you could be directed to other sites beyond our control. This includes links from advertisers, sponsors and others that may use the Site's logo as part of a cobranding agreement. These other Web sites may send their own cookies to you, independently collect data or solicit personal information and may or may not have their own published privacy policies. If you visit a Website that is linked to our Site, you should consult that site's privacy policy before providing any personal information.

SECURITY

This Site incorporates reasonable safeguards to protect the security, integrity, completeness, accuracy and privacy of the personal information that we may collect and we have put into place reasonable precautions to protect such

information from loss, misuse and alteration. Certain personal information, such as credit card information, is transferred to our computers utilizing encryption software. Only those employees who need access to your information in order to do their jobs are allowed access. Our security policies are reviewed periodically and revised as required.

A SPECIAL NOTE FOR PARENTS CONCERNING PRIVACY

The Site is a general audience site. We do not collect age information. We encourage you to visit the Direct Marketing Association's Web site (www.the-dma.org) and explore the Get CyberSavvy! program as well as the GetNetWise website (www.getnetwise.org) to learn more about parental control tools.

YOUR ACCEPTANCE OF THE PRIVACY POLICY AND NOTIFICATION OF CHANGES TO THE POLICY

By using this Website, you signify your agreement to the terms of our privacy policy. We may amend this privacy policy at any time. If we make a material change to the way in which we collect, use, and/or share your personal information, we will post a notice on our website and / or send an email to users who have provided an email address. We will assume that you have given your permission for your information to be used under the terms of the new privacy policy, if you do not respond to our email within thirty days or continue to use the Website thirty days after a notice is posted. Please note that you should always update your personal information to provide us with a current email address.

CORRECTION/UPDATING PERSONAL INFORMATION

If your personal information (such as your email address) changes, or if you no longer desire to access our Site, you may correct, update, remove, or delete the personal data you have provided to us by making changes to your profile, by using an opt out message in an email, or by emailing member Sites at optout@eink.com with your request. We will respond to your request within 14 days of receiving the request. If you have any questions about this privacy policy or the privacy practices of this Site, you can contact: compliance@eink.com.

EUROPEAN UNION SAFE HARBOR

The Provider complies with the EU Safe Harbor framework as set forth by the Department of Commerce regarding the collection, use, and retention of data from the European Union.

YOUR CALIFORNIA PRIVACY RIGHTS

A California privacy law that went into effect on January 1, 2005, allows California residents to obtain specific information about a business's privacy practices if it shares information with other companies for those companies' direct marketing purposes.

As explained in this privacy policy, whenever you agree to let us collect personal information about you, we will always provide you with an option to prevent this information from being shared for non-administrative purposes with third parties. You can exercise this option at any time by following the steps outlined above.

If you are a California resident and have questions about our compliance with this law, please send an email to CAPrivacyRights@eink.com or write to us at E Ink Corporation, 733 Concord Avenue, Cambridge, MA 02138 USA, Attn: Website Privacy Policy/CA Privacy Rights.

QUESTIONS ABOUT THIS PRIVACY POLICY

If you have any questions about this privacy policy or the privacy practices of this Website, contact compliance@eink.com or write to us at E Ink Corporation, 733 Concord Avenue, Cambridge, MA 02138 USA, Attn: Website Privacy Policy.