



## **nTAG Privacy Policy**

3-26-06

This policy governs the ways in which nTAG makes individually-identifiable user data available to others.

nTAG takes the protection of individually-identifiable user data very seriously.

nTAG shares individually-identifiable user data only as part of the functioning of the nTAG system related to a meeting or event at which the nTAG system is employed. The specific ways in which individually-identifiable data are shared are disclosed to all the participants, and participants may opt out by returning their nTAG device at any time.

Outside of data-sharing which is part of the functioning of the nTAG system related to a meeting or event at which the nTAG system is employed, nTAG does not make individually-identifiable user information available to third parties, nor does nTAG use individually-identifiable user information to market products or services for others or to market nTAG products or services.

nTAG may share data that are not individually-identifiable with third parties. This information can be used to identify general trends and patterns, but not individual users.

### **Sources of Data**

nTAG obtains user data from four sources.

- Imports from or integration with other databases
- Data entered into the nTAG devices
- Data entered into the nTAG System web forms
- Automated interactions among nTAG devices or between nTAG devices and other components of the nTAG System such as Access Points, Readers, or Beacons.

### **Uses of Data**

At each event at which the nTAG system is employed, the organizer of the event determines the rules as to how individually-identifiable information in the nTAG System will be made accessible to others. Those rules are disclosed to the attendees, generally via the nTAG web interface for the event and as a menu item on the nTAG devices. Once these rules have been published, nTAG enforces them, including withholding data from the event organizer where those data were gathered under a commitment of anonymity.

The ways in which individually-identifiable data about a participant are made available to others vary from event to event. Some examples include these:

- A user's contact and other profile information may be provided to other attendees or exhibitors when the user has instructed the system to send that information
- Session attendance data may be provided to the event organizer or the sponsor of the session
- Poll/survey data may be provided to the event organizer or the sponsor of the poll/survey (though polls/survey data are often anonymous)
- Winners of nTAG networking games or raffles managed through the nTAG system may be announced or made visible on a display

Users who are not comfortable with the functioning of the nTAG system may return their nTAG device at any time.

### **Security**

nTAG has implemented generally accepted standards of technology security in order to protect information from loss, misuse and unauthorized access, disclosure, alteration or destruction. Only authorized nTAG personnel or those of partners engaged by the event organizer to provide nTAG System-related services are provided access to individually-identifiable user information in nTAG databases, and these personnel have agreed to ensure the confidentiality of this information. nTAG personnel are made aware of and are accountable for compliance with nTAG's privacy policies.

### **Policy Changes**

nTAG reserves the right to amend this policy at any time. All privacy policies are dated with the effective date or are identified with respect to the events at which they are in effect. Information collected under a particular policy is used in the manner disclosed at the time it was collected, unless nTAG obtains consent to use that information in a different way. The most recent version of this policy will always be available at nTAG's website.

For some events, nTAG may have additional or alternative Privacy Policies in effect that will govern the uses of data collected at those events. Such policies will be made available to users at those events and will supersede the terms of this Policy if the two are in conflict.

### **Changes in Corporate Structure**

If all or part of the company is sold, merged or otherwise transferred to another entity, the information, whether personally-identifiable or otherwise, associated with the services provided by that part of the company may be transferred as part of that transaction. nTAG will take reasonable steps to assure that the information is used in a manner consistent with the nTAG privacy policy under which it was collected.

### **Agents**

For the purposes of this policy, "nTAG" includes nTAG Interactive Corporation and those agents bound to adhere to the nTAG privacy policy.

### **Legal Disclaimer**

Though nTAG makes every effort to preserve user privacy, we may be compelled to disclose personal information when required by law, or when we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or other legal process served on us.

