PRIVACY POLICY

Introduction
This Privacy Policy of New River Kinematics, Inc. ("NRK," or "we," as appropriate) relates to use of information we receive from visitors to our Web sites and the pages therein, including http://www.kinematics.com/ (the "Site"). It also relates to use of information collected in connection with the Customer Experience Improvement Program, which involves other services and products, whether or not available through our Site (the "Products and Service(s)"), including information we receive as a result of licensing of our products, such as SpatialAnalyzer. We will strive to ensure that the information you provide us is used only for the purposes set forth herein.

Important Terms Used Throughout This Privacy Policy
Throughout the NRK Privacy Policy we use several specialized terms. "Personally Identifiable Information" or "Personal Information" is information that tells us specifically who you are, like your name, street address, email address, billing address, credit card number and expiration date. "User Information" means all Personally Identifiable Information and any other forms of information discussed in this Privacy Policy that can be linked to Personally Identifiable Information and is protected by applicable law, such as (in some jurisdictions) the Internet Protocol (IP) address of a user's computer. We use the term "aggregate" when we combine information from various persons or users.

INFORMATION WE COLLECT AND HOW WE USE IT

If you visit the Site to Browse
We may collect and store the domain name and host from which a user accessed the Internet (e.g., aol.com), the IP address of the user's computer, the user's browser software and operating system, the date and time the user accesses the Site and the Internet address of any Web site from which the user linked directly to our Site or to which the user links after visiting our Site. We use this information to measure the number of visitors to sections of our Sites, to determine from where our visitors linked and to where our visitors link from the Sites and to help us make our Sites more useful. For example, we organize and analyze IP addresses so that we can provide efficient service, enhance security, monitor appropriate usage and produce traffic volume statistics. This type of information is sometimes shared with third parties, such as when we aggregate and disclose site traffic information for marketing and commercial purposes. NRK is the sole owner of the information collected on this Site. We will not sell, share or rent this information to others in ways different from that disclosed in the NRK Privacy Policy, as updated from time to time.

We, or our contractors, may use "cookies", text files that are stored on your computer, to help analyze the use of the Site. The information generated by the cookie about your use of this Site (including your IP address) may be sent to the contractor's server, which may be in the U.S., and stored there. The contractor will use this information to evaluate your use of the Site, compiling reports on activity for website operators and providing other website activity and internet related services. We or our contractor may also transfer this information to third parties if required by law or if third parties process the information on our behalf. You may refuse the use of cookies by changing the settings on your browser; however, that may make some features of this website unavailable.

By using our website, You express your approval concerning the processing of data collected about you in the above-mentioned manner and for the purpose described.

If You Register, Send Us a Communication or Engage in a Transaction While at Our Site.
If you communicate with us, we collect and store the User Information you provide through this process, including if applicable) your user ID and password, which we may elect to provide for you. If you engage in a transaction while logged on to our Site, then we collect and store information about the transaction. If you send us communications, then we may collect such communications in a file specific to you.

We use the information we collect from you as a registered user to build features that we hope will make the Products and Services more attractive and easier for you to use. This may include better customer support and timely notice of new products and services. We may share User Information with our partners, affiliates and joint venturers. We may also share data relating to activity on the Site and use of the Products and Services, such as demographical and statistical information, for marketing, research and other purposes. Furthermore, we may need to disclose User Information to law enforcement or other government officials if appropriate for your protection or in connection with an investigation of fraud, intellectual property infringement or other activity that is illegal or may expose us or our users to liability. From time to time, our Site may request information from users via surveys or contests. Participation in these
surveys or contests is completely voluntary. Information requested may include contact information (such as name and address) and demographic information (such as postal code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this Site.

Registrants will occasionally receive information on products, services or special deals. We present the option to not receive these types of communications. Please see the “Choice/opt-out” below; also, information for opting out may be provided in the specific communication.

Customer Experience Program
This privacy statement explains the data collection and use practices for the NRK Customer Experience Improvement Program (CEIP) reports that will be sent to NRK as a result of your participating in the CEIP.

You express your desire to participate in the CEIP by using the Products and Services. If you wish to stop participating, follow the instructions to under the “Choice/Opt Out” heading, below.

Collection and Use of Information as part of the CEIP
When you participate, basic information about your computer and how you use your programs is collected and sent to New River Kinematics on a periodic basis. NRK also collects User Information related to licensing, including codes, e-mail addresses, and IP addresses and stores that information separately in a way that requires one or more separate steps to access it. Information collected about your use of the Products and Services will help us improve the features our customers use most often and to create solutions to common problems. Initially, the CEIP will gather the following information:

1. Host RAM size
2. Hard disk information (vendor, size, partition table)
3. CPU info
4. OS version
5. Your use of certain features of SpatialAnalyzer, as described in more detail below.

However, we may gather additional information through the CEIP. You can always check our privacy policy, as it may be updated from time to time, in order to determine what information is currently gathered by the CEIP.

You elect to participate in the CEIP when you first install SpatialAnalyzer.

CEIP reports generally include information about:

• Configuration, such as how many processors are in your computer, what kinds of virtual machines you use, and which operating systems you install in them.

• Performance and reliability, such as how quickly a program responds when you click a button, how many problems you experience with a program or a device, and how quickly information is sent or received over a network connection.

• Program use, such as the features that you use and those you use the most often.

In addition, standard computer information typically includes certain information about your computer software and hardware, such as your IP address, operating system version, web browser version, your hardware ID (which indicates the device manufacturer, device name, and version), and your regional and language settings.

This information is sent to NRK when you are connected to the Internet. The CEIP reports do not contain any personal or contact information about you (such as your name, address, or phone number), other than information
you provide in connection with licensing the Products and Services, unless you agree to provide it. Unless you agree to provide additional information in connection with the CEIP, the information you provide when licensing the Products and Services, such as SpatialAnalyzer, is stored separately from the CEIP data and, while it could be accessed through certain steps, use of that information is not the purpose of the CEIP. NRK uses the CEIP information to improve its software and identify trends and usage patterns.

Information that is collected by or sent to NRK may be stored and processed in the United States or any other country in which NRK or its affiliates, subsidiaries, or agents maintain facilities, where privacy laws may not be as protective as in your home country. By participating in the CEIP, you consent to the transfer, storage, use, and disclosure of information gathered under the CEIP, as described in this Privacy Policy, in the United States or any other country selected by NRK. NRK may disclose this information consistently with this Privacy Policy.

ACCESS TO YOUR INFORMATION AND COMPLAINTS

Accessing, Correcting, Updating and Deleting Your Personal Information

If you have submitted Personal Information to NRK through the Site, or if someone else has submitted your personal information through the Site you can:

Access, Correct, Update Your Personal Information by sending a letter or email to:

New River Kinematics
Attn:Webmaster
436 McLaws Circle
Williamsburg, Virginia 23185
support@kinematics.com

Delete your User Information by contacting Support (support@kinematics.com), specifying your request and giving your email address. We will then use reasonable efforts to remove your User Information from our files. User Information needed to administer your license rights to Products and Services cannot be deleted. Also see below with respect to “Removal or Correction of Personally Identifiable Information.”

Complaints
NRK seeks a fair and rapid resolution of any complaints or disputes about privacy. Please send us your questions or comments regarding our privacy practices either via support@kinematics.com or sending a letter to:

New River Kinematics
Attn:Webmaster
436 McLaws Circle
Williamsburg, Virginia 23185
support@kinematics.com

Removal or Correction of Personally Identifiable Information

Upon your request, we may remove your Personally Identifiable Information from our database and correct any errors you identify in such information. If Personally Identifiable Information is removed, you will lose access to the parts of the Site for which you must provide such Personally Identifiable Information to gain access. After removal, we will only retain copies of such information as are necessary for us to comply with governmental orders, resolve disputes, troubleshoot problems, enforce any agreement you have entered into through our Site and as otherwise reasonably necessary. Any Personally Identifiable Information provided as a part of a transaction on the Site represents a record of that business transaction that cannot be altered after the transaction is complete.

Third Parties and Links to Other Web Sites

The NRK Privacy Policy only addresses the use and disclosure of User Information collected by NRK. If you disclose information to other parties, different rules may apply to their use or disclosure of such information regardless of their affiliation or relationship with NRK. Because NRK does not control the privacy practices of third parties you are subject to the privacy customs and policies of those third parties. When you link to another Web site, you are subject to the privacy policy of that Web site.
We do not try to control, and disclaim responsibility for, information provided by other users or third parties that is made available through our Site. Such information may contain errors, intentional or otherwise, or may be offensive, inappropriate or inaccurate, and in some cases will be mislabeled or deceptively labeled.

**Security**
This Site takes precautions to protect our users' information. NRK has implemented technology and security features to safeguard the privacy of your Personally Identifiable Information from unauthorized access or improper use, and we will continue to enhance our security procedures.

**Site and Service Updates**
We may send Site and Product and Service announcement updates to users. We communicate with the user to provide requested Products and Services via email or phone.

**Choice/Opt-out**
If you do not want to provide us with certain User Information then you may opt out by providing notice consistent with this Privacy Policy.

If you do not want to participate in the CEIP, you may provide a notice as set out in this policy. Not participating in the CEIP will not affect your access to other information or Products and Services related to the site. You should specify the Products and Services you wish to opt out of. User Information needed to administer your license to use SpatialAnalyzer or other Products and Services will continue to be used unless you state in your opt-out request that you will stop using SpatialAnalyzer or other Products and Services that are licensed using a license key, dongle or other device that uses User Information to identify your rights to SpatialAnalyzer or other Products and Services.

Users who no longer wish to receive our notices or promotional materials may opt-out of receiving these communications by sending an email to support@kinematics.com with "unsubscribe" written in the subject line of the email, or sending a letter to:

New River Kinematics
Attn: Contact List Opt Out
436 McLaws Circle
Williamsburg, Virginia 23185
support@kinematics.com

**Children**
NRK joins the industry in recognizing that children may not be able to make informed choices about personal information requested online. NRK does not target children under the age of 13 for collection of information online. NRK does not solicit or collect customer identifiable information from children under the age of 13. If a child has provided us with personal information, a parent or guardian of that child may contact us at the addresses listed elsewhere in this Privacy Policy if they would like this information deleted from our records.

**Merger, Assets, Sales, etc.**
If NRK or any of its lines of business is sold, pledged or disposed of as a going concern whether by merger, sale of assets, bankruptcy or otherwise, then the user database of NRK could be sold as part of that transaction and all User Information accessed by such successor or purchaser.

**How do I Contact New River Kinematics**
If you have any questions regarding the NRK Privacy Policy, you can contact NRK via email at support@kinematics.com.

**Miscellaneous**
NRK may from time to time change this Privacy Policy with or without notice, so please check it regularly for any changes or updates. For future reference, NRK will make a link to the current NRK Privacy Policy available to you on your screen when you are on our Site. This English version shall always prevail in case of conflicts between it and any translations of the NRK Privacy Policy.