



Qalixa Privacy Policy

Prince & Queen AB

Göteborg, Sweden, 2009

QALIXA PRIVACY POLICY

Effective June 1, 2009

1 General Statement of Privacy

The QALIXA portal, hosted by Prince & Queen AB ("QALIXA") respects the privacy of our customers and all of their employees, consultants etc. using the QALIXA services ("Services") as well as those who visit the QALIXA site ("Site"). Subject to the provisions of applicable laws, any information you submit to the QALIXA will not be used in any manner to which you have not consented. While QALIXA does analyze its Site and Services logs to monitor the flow of traffic and make improvements to the site's content, its Web site logs are not personally identifiable, and no attempt to link them to individual visitors to this site is made.

2 Personally Identifiable Information

We do not collect Personally Identifiable Information about you on the Site or through the Services without your knowledge or action. Your information is collected through the Services, e-mail newsletter registration and/or event registration forms. This information includes, but is not limited to, your name (first and last), company name, company address, phone number, fax number and e-mail address.

3 Use of Personally Identifiable Information

We reserve the option to share your contact information with other parties using the Services. These include buyer information made available to suppliers (for example through the receipt orders and request for quotation) or supplier information made available to buyers (for example through the receipt of invoices or quotations). You will always have the ability to stop receiving information from said third parties. Your information is always treated as confidential.

4 Non-Personally Identifiable Information

Non-Personally Identifiable Information includes, but is not limited to, information we automatically collect on your use and/or actions on Site (e.g., user traffic patterns, page views on the Web site, click-through rates, search terms that users enter into our search utility).

5 Use of Non-personally identifiable information

As a general matter, Non-Personally Identifiable Information helps us determine how the Services and the Site is being used.

6 Use of "Cookies"

Our Site and Services uses "cookies" (i.e., a small data file that our Web site writes to a user's hard drive or in the memory) to help track your usage of our Site and Services. QALIXA' cookies do not include personal information about you, but they are unique to each user and include a member ID # (a randomly generated unique number) that enables the QALIXA to identify you when you visit, so you: (1) do not have to remember your username and password each time you visit the Web site; and (2) receive any personalized services you requested when you registered. Neither our Services, nor the cookies we write to the hard drives of our customers and their users, read any data off of your hard drive outside of our cookies. This includes not reading any cookie files created by other Web sites. You can refuse our cookies by turning them off in your browser (for more information on how to do this, please refer to your browser's documentation). You do not need to have cookies turned on in your browser to use our Site or Services; however, without cookies certain of the automated functions and features of our Services will not be available to you.

7 Security

You understand and agree that “perfect” security does not exist anywhere, including on the Internet. However, Our Site and our Services have security measures in place to help protect against the loss, misuse, and alteration of the data under our control. Normally when our Site is accessed using Netscape Navigator or Microsoft Internet Explorer versions 5.5 or higher, Secure Socket Layer (SSL) technology protects information using both server authentication and data encryption to help ensure that data is safe, secure, and available only to you. QALIXA is using encoded session identifications, and hosts the Site in a secure server environment that uses a firewall and other advanced technology to prevent interference or access from outside intruders. Finally, QALIXA provides unique user names and passwords that must be entered each time a customer logs on. These safeguards help prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of data.

8 Correcting, Updating or Deleting Information

The Site and Services site gives users the option to correct, update or delete any information previously provided to us by the user. However, we will maintain copies of user information to the extent retained as part of our Services standard backup/archive process.

9 Changes to This Privacy Policy

This privacy policy is made available at all times to from info@qalixa.se to our customers and their users of the Services those who visit the Site. Users are responsible for making use of this resource to stay up to date on the QALIXA Privacy Policy.