



# 2BrightSparks Pte Ltd

Power with Ease - Indispensable Utility Software

## Privacy Statement

We have created this privacy statement in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for 2BrightSparks Pte Ltd.

### **Website Browsing**

We use your IP address to help diagnose problems with our server and to administer our website. Your IP address is used to gather broad demographic information. No personally Identifiable Information is gathered during this process.

### **Cookies**

We use cookies to retrieve login information which identifies users for the support area and forum so they do not have to re-enter their user name and password each time they visit our site. We also use cookies to help ensure our surveys are only completed once.

### **Support**

2BrightSparks Pte Ltd. operate a ticketing system that allows users of our commercial software to request information and support. Users are required to register their name and email address using a double opt-in process that ensures support emails are only sent to the owner of the e-mail address.

Information about the support subscriber is used exclusively for support ticketing and not shared elsewhere. The registration for the 2BrightSparks mailing list, for example, is kept separately. 2BrightSparks never discloses email addresses unless required to do so by law.

When technical information is provided to 2BrightSparks support staff, no personally identifiable information is given to anyone outside 2BrightSparks Pte Ltd. Support staff will never login to the user's website, system, or computer via FTP or other networking means without an explicit request by the user.

A third party may need to be contacted by technical support staff in their efforts to resolve a support issue. In such cases, all personally identifiable information is removed.

## **Subscriptions**

Our site's Support Ticketing, Mailing List, and other forms require users provide contact information. We use this user and customer contact information to send information and respond to inquiries. The customer's contact information is also used to contact the visitor when necessary if they have subscribed to the double opt-in Mailing List. Users may opt-out of receiving future mailings by choosing to un-subscribe. Unique identifiers are collected to verify the user's identity and for use in our record system.

## **Collecting Unique Identifiers**

2BrightSparks and its associated Web Store uses an order form for customers to request information, products, and services. We collect visitor's contact information and unique identifiers. Contact information from the order form is used to send orders and information about our company to our customers. The customer's contact information is also used to get in touch with them when necessary if they have permitted us to do so.

## **External Linking**

2BrightSparks contains links to other sites. We are not responsible for the privacy practices or the content of these websites.

## **Security**

2BrightSparks.com has security measures in place to protect the loss, misuse and alteration of the information under our control. All data is protected using encryption and secure protocols. We do not store financial information like credit card numbers or personal information like social security numbers on this site as all card transactions are handled by our payment processor eSellerate: [www.esellerate.net](http://www.esellerate.net).

## **Un-Subscribe**

2BrightSparks gives users the option to opt out or [Contact Us](#) for removing their information from our database so they do not receive future communications or mailing list messages.

## **Correct/Update**

You can send an email to us by visiting our [Support Area](#) to change and/or modify information previously provided.

## **Additional Information**

### **Why we use cookies**

A cookie is a small data file that certain Web sites write to your hard drive when you visit them. A cookie file can contain information such as a user ID that the site uses to track the pages you have visited. The only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites.

We use cookies to assist in searches. Cookies further enhance our service by enabling us to fast-track much of our User's browsing habits with the aim of improving our services.

### **Do you share data with outside companies and/or organisations?**

No. we do not sell or share data to companies unless they are carrying out a service on our behalf (e-mail addresses collected for our mailing list, and data collected during the payment process). 2BrightSparks has chosen to use third parties at additional cost (eSellerate and iContact) who specialize in the secure collection and storage of PII. 2BrightSparks views the importance of data security as crucial in online transactions of any kind.

We only disclose data when required to do so by Singapore and/or International law.

2BrightSparks Pte Ltd

[www.2brightsparks.com](http://www.2brightsparks.com)

Power with Ease - Indispensable Utility Software

November 2010