

WEB SITE PRIVACY POLICY

This Privacy Policy ("Policy") discloses the privacy practices for SRI Consulting's ("SRIC," "Our," "We," or "Us") Web site located at *sriconsulting.com* (referred to as the "Site") and various related services. SRIC is committed to protecting your privacy online. In general, you can visit Us on the Internet without telling Us who you are or giving Us personal information. There are times when we may need personal information from you, for instance: to process a subscription order. We may supplement this information to complete a transaction or to provide a better service. For specific information regarding Our Policy with respect to your use of the Site, please read the information below.

1. Policy Acknowledgements

You acknowledge that this Policy is part of Our Site Terms of Use, and by accessing or using Our Site, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this Site.

We reserve the right to change this Policy at any time. Such changes, modifications, additions, or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited, to issuing an e-mail to the e-mail address listed by registered users and posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to: (i) maintain a valid e-mail address as a registered member, (ii) review this Site and this Policy periodically, and (iii) be aware of any modifications. Your continued use of the Site after any such modifications will constitute your: (a) acknowledgment of any modified Policy; and (b) agreement to abide and be bound by any modified Policy.

2. Types of Information Collected

In order to better provide you with Our numerous services, We collect two types of information about Our users: Personally Identifiable Information and Non-Personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using Our Site.

Personally Identifiable Information ("PII"): This refers to information that lets Us know the specifics of who you are. When you engage in certain activities on this Site, such as ordering a report or viewing private content, We may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities; however, We may ask that you provide Us personal information, such as your first and last name, e-mail address, credit card information and/or other personally identifying information. Depending upon the activity, some of the information We ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

Non-Personally Identifiable Information ("Non-PII"): This refers to information that does not by itself identify a specific individual. We may gather certain information about you based upon where and how you visit Our Site in several ways. This information may be compiled and analyzed on both a personal and an aggregated basis. This information may include the Web site's Uniform Resource Locator ("URL") that you just came from, what browser you are using, and/or your Internet Protocol ("IP") address. An IP address is a number that is automatically assigned to your computer whenever you are surfing the Web, that allows Web servers to identify your

computer. Computers require IP addresses in order for users to communicate on the Internet.

3. Collection Methods and Use of Information

We do not collect any PII about you unless you voluntarily provide it to Us. For example, we currently collect PII when you submit your credit card or other payment information when ordering and purchasing subscription services or reports from Our Site and/or when you view private content. We may also collect information from you at other points on Our Site that state that such information is being collected. However, this policy is subject to change without notice and We encourage you to periodically check Our Policy statement.

In addition, We may also collect, or Our content server may collect, certain Non-PII. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We may use your IP address to: (a) diagnose problems with Our servers, and/or (b) administer Our Site.

We will primarily use your PII to provide Our services to you, as required by Our agreements with you. This would include using the name and address that you voluntarily gave us when you requested receiving our newsletter. We also may use PII to enhance the smooth operation of Our Site, improve Our marketing and promotional efforts, statistically analyze Site use, improve Our service offerings, and customize Our Site's content, layout, and services. We may use PII to deliver information to you and to contact you regarding administrative notices. We may also use PII to resolve disputes, troubleshoot problems, and enforce Our agreements with you, including Our Site Terms of Use and this Policy.

4. Release of Information

Except for your name and address that we disclose to the company that mails out our newsletter, and as otherwise described in this Policy, we will not disclose your personal information outside of SRIC and its controlled subsidiaries and affiliates without your consent. We currently do not sell, or rent your PII to others. However, this policy is subject to change without notice and We encourage you to periodically check Our Policy statement.

We fully cooperate with law enforcement agencies in identifying those who use Our services for illegal activities. In the event We receive a court order or subpoena for PII from appropriate law enforcement or judicial authorities, We will cooperate with such authorities and disclose PII. We reserve the right to report to law enforcement agencies any activities that We in good faith believe to be unlawful.

5. Updating and Correcting Information

We believe you should have the ability to edit the PII that you have provided to Us. You may change any of your PII in your account by writing Us at: SRI Consulting, 4300 Bohannon Dr., Ste. 200, Menlo Park, CA 94025 USA, Attn: Web Site Administrator. Please include your name, address, and e-mail address when you contact Us. Alternatively, you can update your PII data by using the My Profile link on Our Web site.

We encourage you to promptly update your PII if it ever changes. You may ask to have the information on your account deleted or removed. However, it may be impossible to completely delete your information without some residual information because of backups.

6. Security of Information

At Our Site, you can be assured that your PII is secure, consistent with current industry standards. The importance of security for all PII associated with Our users is of utmost concern to Us. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access, which are located in controlled facilities. When we transmit highly confidential information (such as a credit card number or password) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) 256-bit encryption protocol, which prevents unauthorized parties from viewing such information when it is transmitted.

In order to most efficiently serve you, credit card transactions are handled by established third-party banking and processing agents who receive the information needed to verify and authorize your credit card or other payment information. We do not currently store any of your credit card information.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while We conscientiously strive to protect your PII, you acknowledge that: (a) there are security and privacy limitations of the Internet that are beyond Our control; (b) the security, integrity, and privacy of any and all information and data exchanged between you and Us through this Site cannot be guaranteed; and (c) it is possible that any such information

and data may be viewed or tampered with while in transit by a third party.

7. Cookies

When you use Our Site, We will store cookies on your computer in order to authorize access to Our private content and to facilitate and customize your use of Our Site. A cookie is a small data text file, which is stored on your computer's hard drive (if your Web browser permits). Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. Cookies cannot be used to run programs or deliver viruses to your computer. Our cookies (i) make your use of the Site easier, (ii) make the Site run more smoothly, (iii) permit authenticated users to visit private content on Our Site, and (iv) help Us to maintain a secure Site. You are always free to decline Our cookies if your browser permits, but some parts of Our Site may not work properly in that case. Once you leave Our Web site, the "cookie" remains on your hard drive while you are connected to the Web in case you choose to visit Our Site again. However, the cookie is deleted when you close your Web browser. At no time will our "cookie" collect your PII.

8. Privacy Policies of Third-Party Sites

As a public service, We may maintain links to other Web sites. Except as otherwise discussed in this Policy, this document only addresses the use and disclosure of information We collect from you. Other sites accessible through Our Site have their own privacy policies and data collection, use, and disclosure practices. For more information on this topic, please consult each site's privacy policy. You acknowledge and agree that We are not responsible for the policies or practices of third parties.

9. Miscellaneous Privacy Issues

You must be at least 18 years old to have Our permission to use this Site. Our policy is that We do not knowingly collect, use, or disclose PII about visitors that are under 18 years of age.

If you have any questions about this Policy, the practices of this Site, or your dealings with this Site, please contact Us by sending a letter to: SRI Consulting, 4300 Bohannon Drive, Suite 200, Menlo Park, CA 94025 USA, Attn: Web Site Administrator or by e-mail at webmaster@sriconsulting.com.