

## **Privacy Policy; 2/2011**

This Privacy Policy is effective as of March 11, 2011.

This Policy describes how we, LSI Industries, Inc., handle information we learn about you from our website. If you have questions or wish to contact us about this Policy, direct inquiries to: Privacy Office, LSI Industries Inc., 10000 Alliance Road, Cincinnati, Ohio 45242, 513-793-3200.

### **What Information Do We Collect?**

The information we collect from you depends on what you do when you visit our site. Please note that we do not collect personally identifiable information about you when you visit our site, unless you choose to provide such information to us.

We collect personal information you provide to us in connection with comments or messages you submit via our "Contact Us" page, and in connection with your registration for and use of the configurator feature of the site.

In addition, for each visitor to our site, we automatically gather certain information and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We collect and store this information on an individual basis and in aggregate, or combined, form. We also collect both user-specific and aggregate information on what pages visitors access or visit.

### **How Do We Use This Information?**

We use this information to analyze trends, to administer the site, to track users' movements around the site, and to gather demographic information about our user base as a whole. We also use this information to improve the content of our web pages, and to customize the content and layout of our pages. All of this is done with the intention of making our site more useful to visitors.

We do not rent or sell email addresses, postal addresses, or telephone contact information to third parties, or otherwise share any personally-identifying information we collect, with any third parties, except that we may forward your inquiries to our manufacturers' representatives as appropriate for responding to the inquiries.

### **How Long Do We Keep Your Information?**

If we develop a business relationship with you as a result of your inquiries on the site, we will retain your information in accordance with our continuing business need to service this relationship. Otherwise, this information is deleted after two months.

If you create an account to use the site's configurators, we keep the account information for so long as you are using the account. Once the account has been inactive for nine months, this information is deleted.

We use Google Analytics to help us understand how visitors use our site. Google retains analytic data for at least 25 months.

## **Cookies**

We use session cookies on this website. A cookie is a small text file that is stored on a user's computer for record-keeping purposes. If you reject cookies, you may still use our site, but your ability to use some areas of our site will be limited.

We use session cookies to make it easier for you to navigate our site. We use session cookies to record session information, such as which web pages a user has visited, and to track user activity on the site. Session cookies expire when you close your browser.

## **Information Access**

Upon request we provide site visitors with the ability to access and to request correction of their own personally-identifying information (e.g., name, address, phone number) that we maintain about them. You can access this information by sending your request to the Privacy Office address provided above. To help us process your request, please provide sufficient information to allow us to identify you in our records.

We reserve the right to ask for information verifying your identity prior to disclosing any information to you. Should we ask for verification, the information you provide to verify your identity will be used only for that purpose, and all copies of this information in our possession will be destroyed when the process is complete.

## **Security**

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it, and to guard that information against loss, misuse or alteration.

Please note, however, that no method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while we use commercially-reasonable means to protect your personal information, we cannot guarantee its absolute security.

## **Changes to This Policy**

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our Policy. If our information practices change materially at some time in the future, we will post these changes to our website and revise our Policy accordingly. In addition, if we have collected personally-identifying information from you, we will notify you about the changes and secure your consent prior to making use of your personal information in new ways.

## **Questions/Concerns**

If you believe that this site is not following its stated information Policy, you may contact us at the above postal address or phone number, or you may contact the Better Business Bureau.