



## **Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit [www.design2silicon.com](http://www.design2silicon.com) (the "Site").

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

Additionally when you contact us out of interest or provide us with your business card, we collect certain information from you, including your name, address, email address, and phone number. We refer to this information as "Marketing Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Marketing Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Marketing Information to occasionally send you information on events, surveys, videos and news that might be of interest to you. Out of respect for your privacy, we present the option to unsubscribe or opt-out for each respective marketing communication. We need your help in keeping the Marketing Information you share with us accurate and up to date. Please notify us of any changes to your marketing information.

We use the Device Information that we collect to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing communications).

Please note that other data recipients have their own data privacy policies, which may differ from ours, and you would have to contact them separately with respect to opt-out requests.

### **SHARING YOUR PERSONAL INFORMATION**

We may share Personal Information with third parties acting as either agents or service providers acting on our behalf. For example, we use third parties and SurveyMonkey to anonymously collect

survey data. We use Google Analytics to help us understand how our visitors use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **LINKS TO OTHER SITES**

The Site contains links to other websites that are not owned or controlled by D2S. Please be aware that we are not responsible for the privacy practices of such other websites. When you leave our Site, we encourage you to be aware and to read the privacy statements of each and every website that collects personally identifiable information.

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

We will maintain your Marketing Information for our records unless and until you ask us to delete this information.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email at [info@design2silicon.com](mailto:info@design2silicon.com).

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