

Online Privacy Policy

Effective Date: January 2005

Your Privacy

At HME we believe that, as our online visitor, you have a right to know our practices regarding the information we collect when you visit our websites, and what type of information is collected. The guidelines contained herein only apply to your visits to www.hme.com, which is operated by HM Electronics, Inc. ("HME"). This includes web pages on www.hme.com that contain "hme.com" in their URLs, but does not include any redirect URLs that link the user to another internet domain. Other websites which are linked to/from www.hme.com may have different policies; therefore, please review the privacy policy notices on those websites for details.

While HME does not generally require that you provide us with personally identifiable information in order to visit and use the HME websites, please note that in order to participate in some activities, it will be necessary for you to provide this information. If you choose not to provide it for those activities, you may not be able to participate in them.

Collection of Information: Cookies; Personal

For each visitor to HME's website, HME's web server automatically recognizes and stores information, such as the visitor's IP address/domain name combination and any referring websites. We use this information to understand visitor traffic patterns through our websites for purposes such as enhancing their usability. Your computer provides this information automatically each time you log on, unless you've activated blocking technology available in some browsers.

When you visit HME's website we may use an industry-wide technology called "cookies" which stores certain information on your computer and which will allow us to customize your experience to better match your interests and preferences, or to simply facilitate your signing in to use the services. Most browsers will allow you to erase cookies from your computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. However, if you block or erase cookies, we may not be able to restore any preferences or customization settings you previously specified, and our ability to personalize your online experience would be limited. Please refer to your browser instructions or "help" screen to learn more about these functions.

Also, HME, or third parties on its behalf, may collect anonymous information from visits to our sites through the use of "Web Beacons." Web Beacons are electronic Web Page images that enable us to record anonymous data about visits to our web site. This anonymous information is sometimes known as "clickstream data." We may use this data to analyze trends and statistics to improve your online experience, or customer service. No personal data is collected through the use of Web Beacons on our sites.

Additionally, HME may ask you to provide "personal information," meaning individually identifiable information such as your e-mail address, name, mailing address, telephone number, fax number, credit card number, or persistent identifier (such as a customer number held in a cookie) which is associated with individually identifiable information, to enable you to participate in contests, chatrooms, on bulletin boards, to fill out a registration, or to order products and services using these websites. HME may combine the information you provide on our websites with other information we may collect from you offline or from third parties so that we can more effectively tailor our website, services, and offerings to you. If you provide HME with personal information, you shall have the right, on reasonable prior notice, to inspect, change, amend, or delete such information. Instructions on how to update personal information will be given at the point of data collection.

Unless you instruct us otherwise, HME may contact you to provide information about products, services, promotions, contests, or other activities or offerings that may be of interest to you. You can instruct us whether or not you wish to be contacted by checking or removing the check from the box indicating your preference as applicable at the place where your information is collected, or by other means (such as an e-mail request). In addition, with each communication you receive from HME, you will be given the opportunity to indicate if you do not wish to receive future communications.

Unless it is for the purposes you have requested or originally agreed, HME will not share the personal information you provide on the HME website with any other parties, except (a) with your consent; (b) as may be required by law or court order; (c) to persons or companies with whom HME contracts to carry out the internal operations of the website or our business; or (d) under exigent circumstances to protect the personal safety or property of our users, the public, or ourselves.

Use and Disclosure of Anonymous Aggregated Information

HME may also collect, aggregate, and maintain anonymous information about the visitors to our websites, such as visitors' hobbies, interests, purchasing habits, music preferences, and the like. This data can then be used to tailor HME's website content and advertising to deliver a better experience for our visitors. In addition, HME may also share such aggregate information about our visitors with advertisers, business partners, sponsors, and other third parties; for example, to inform them about the percentage of male/female visitors or percentage of visitors within a particular age range.

Security

While HME cannot guarantee that unauthorized access will never occur, rest assured that HME takes great care in maintaining the security of your personal information and in preventing unauthorized access to it through the use of appropriate technology and internal procedures.

Notice To/Regarding Children Under the Age of 13

If you are under 13 years of age, you should not provide any personally identifiable information (for example, your last name, home address or e-mail address) on these sites without the knowledge and permission of your parent or guardian. If HME learns that you are under 13 years of age, HME will not maintain or use any personally identifiable information about you without the verifiable consent of your parent or guardian, except as allowed by law. This may mean that you will be unable to participate in some activities on the sites without that verifiable consent.

HME believes that children using the Internet require special protection, and we urge parents or guardians to explain Internet safety to their children. Parents are urged to spend time online with their children to become familiar with the types of content available on the HME website and the Internet in general. Control tools are available from online services and software manufacturers to help create a safer environment for children.

If a child under 13 years of age wishes to participate in any HME website activity, or wishes to take advantage of a product or service offering, available to children, and to do so necessitates the furnishing of any of the child's personal information, please note the following:

(i) Before any collection of a child's personal information takes place at a website directed to children or where HME is knowingly collecting children's personal information, the child will be asked to provide his/her parent's or guardian's e-mail address. HME will then send an e-mail (the "Initial Notification") to the parent/guardian indicating, among other things, the information that the child is requested to provide; the intended use(s) of the information; and information on how the parent/guardian can, at their election,

delete the child's information from HME's database or records. Upon receipt of the Initial Notification, a parent or guardian may respond back to HME to grant his/her consent or to deny consent, in which case HME will delete the parent or guardian's e-mail address. Upon HME's receipt of the parent/guardian consent, HME will send a confirming e-mail to the parent/guardian's e-mail address

(ii) The e-mail address of the operator collecting or maintaining personal information from children through this website is: info@hme.com

(iii) The types of personal information collected from children may include the name, e-mail address, home address, telephone number, and/or any other information reasonably necessary for the child to participate in a particular activity. This information may be collected directly and/or passively (e.g., through a web server that automatically recognizes and stores information, such as a visitor's IP address/domain name combination)

(iv) The information collected may be used for purposes such as fulfillment of a requested transaction, record keeping, marketing back to the child, or making it publicly available through a chatroom or by other means

(v) Unless specific consent is obtained from the child's parent or guardian, the child's personal information will not be disclosed to third parties who are not contractors hired to carry out the internal operations of the websites, other than as may be required by law. We have required, or will require, such contractors to agree to use personal information of website visitors only for the purposes of carrying out these operations and to keep such information confidential. A parent or guardian has the option of consenting to the collection and use of the child's personal information without consenting to the disclosure of that information to third parties

(vi) HME is prohibited from conditioning a child's participation in an activity on the child's disclosing more personal information than is reasonably necessary to participate in such activity

(vii) A parent can review and have deleted the child's personal information, can refuse to permit further collection or use of the child's information, and can revoke or limit consents previously given. For instructions on how to do so, please send an e-mail to: info@hme.com.

(viii) If HME desires to use a child's information for purposes other than that for which the parent/guardian consent was previously given, HME will not do so without first getting the parent/guardian consent

Consent to Processing

By providing any personal information to the HME websites, all users, including without limitation users in the member states of the European Union, fully understand and unambiguously consent to the collection and processing of such information in the United States of America.

Policy Governs Use; Changes to Privacy Policy

The terms of this policy will govern the use and any information collected while it is in place. HME reserves the right to change this policy at any time, so please re-visit this page as often as you wish. In case of any material change, we will make a notation near the "Privacy Policy" link on the home page of our Site. Changes to this privacy policy are effective at the time they are posted to this Site, and your continued use of this Site after posting will constitute acceptance of, and agreement to be bound by, those changes.

Questions

If you have any questions or comments about our personal information practices or about this privacy statement, please feel free to send us an e-mail at info@hme.com.