

Privacy Policy

(Updated: January 26, 2011)

In using this website you are deemed to have read and agreed to the following Privacy Policy:

The following terminology applies to this Privacy Policy: "WSSI", "We" and "Us" refers to Wetland Studies and Solutions, Inc. "You" and "your" refers to you, the person accessing this website and accepting WSSI's Privacy Policy.

Personal Information may be collected by WSSI, disclosed to affiliates and third parties, and used by WSSI, affiliates and third parties. This Privacy Policy describes the Personal Information WSSI collects about you and how we may use and/or disclose that Personal Information.

If you have any questions after reading through our Privacy Policy, please let us know.

PLEASE NOTE: WSSI reserves the right to change this Privacy Policy from time to time as it see fit and your continued use of the website will signify your acceptance or any adjustment to the Policy. If there are any changes to this Privacy Policy, we will announce that these changes have been made on our home page and on other key pages on our website. You are therefore advised to re-read this Privacy Policy on a regular basis.

1. What information does WSSI collect?

a. Personal Information

Personal Information ("PI") is information that identifies you as an individual. WSSI may collect PI in a number of ways, but the primary method is product or service registration. When you visit this website, we may ask for PI about you, such as your name, company name, e-mail address, postal address, telephone numbers, and fax numbers. If you contact us, we may keep a record of that correspondence or communication, including any PI contained therein. Information on how you communicated with us may also be recorded and can include PI such as your e-mail address, the return e-mail address shown in any e-mail message from you, the return address on any envelope or facsimile number on any facsimile, or the telephone number from which you called.

b. Non-Personal Information

Non-Personal Information ("Non-PI") is aggregated information, demographic information and any other information that does not reveal your specific identity. WSSI and its service providers may collect Non-PI which does not identify you, through "cookies," environmental variables, your communications with us, and other information you voluntarily provide.

Cookies: We do not presently use cookies on this website.

Environmental Variables: WSSI and its service providers may collect certain environmental variables, including MAC address, computer type (Windows or Macintosh), screen resolution, OS name and version, Internet browser, and Internet browser version. These environmental variables are collected by most browsers, and can be used to optimize your experience on this website.

Communications: WSSI and its service providers may also collect Non-PI in connection with how you communicated with us, including country domain, your browser type, and your use of a secure or insecure web page. Additionally, in connection with your registration of an WSSI product, service or support requests generated by the WSSI product or service you are using, or through submission of an error report, we and our service providers may collect request codes, activation codes, product release, product version, product language, list of WSSI products and services installed on the computer, and other Non-PI.

Information That You Voluntarily Provide: WSSI also collects Non-PI, such as company name, title, geographic location, and the services your company provides, when you voluntarily provide such information to WSSI. Such information constitutes Non-PI because, unless combined with PI, it does not personally identify you or any other user. Additionally, we may aggregate PI in a manner such that the end-product does not personally identify you or any other user of this website, for example, by using PI to calculate the percentage of our users who have a particular telephone area code. Such aggregate information is considered Non-PI for purposes of this Privacy Policy.

2. How does WSSI use PI information?

a. Personal Information

WSSI may use PI about you in the following ways:

Personalized Experience: The PI you provide helps us to more effectively respond to your service requests, and support needs. It may be used for administration purposes. (e.g., Client Service.)

Purchases: When you make a purchase, we may use your PI in order to process the transaction.

Verification and Delivery: The PI you provide during product or service registration will also be used by WSSI to identify you as an authorized user of a WSSI product or service and to issue your authorization code to enable WSSI to provide you with the product or service as set forth in the relevant documentation.

Promotions: PI that we obtain from voluntary programs such as surveys, promotions, and contests may be subject to additional or different privacy terms. If different terms do apply, details of the use of this PI will be outlined in the specific terms and conditions or rules of these promotions. For example, we may share such PI you provide in connection with promotions with third party sponsors of such promotions (irrespective of whether such promotions are hosted by us), or otherwise in accordance with the rules applicable to such promotion. Please be sure to read those specific terms and conditions or rules because they may alter what is written in this Privacy Policy on a case-by-case basis. To the extent that such terms and conditions or rules concerning the treatment of PI about you conflict with this Privacy Policy, such terms and conditions or rules shall control.

Marketing: We may use your PI to provide you with information about products or services offered by WSSI, to recommend WSSI products and services and to enable you to take advantage of the many features they offer. If you no longer wish to receive such marketing communications from us, you may opt-out of such communications on a going-forward basis as set forth in Section 4 below.

Communication: We may use your PI to send you important information regarding this website or changes to our terms, conditions, and policies and/or to send you other administrative and/or operational communications.

Standardization: WSSI may clean-up and standardize PI when it is collected. For example, WSSI may abbreviate the term: "Street" to "St." or correct a spelling mistake made when WSSI collected the PI.

Internal Business Purposes: We may also use PI about you for our internal business purposes, such as data analysis, audits, business continuity, disaster recovery, backup storage, data replication and so forth.

b. Non-Personal Information

Because Non-PI does not personally identify you, we may use such Non-PI for any purpose. For example, we may use Non-PI we collect to get a better understanding of our subscriber base by analyzing on an aggregate basis our users' demographics, interests, and behavior. In addition, we reserve the right to share such Non PI, which does not personally identify you, with third parties, for any purpose.

In some instances, we may combine Non-PI with PI (such as combining your name with your geographic location). If we do combine any Non-PI with PI, the combined information will be treated by us as PI hereunder as long as it is so combined and used.

3. With whom does WSSI share PI?

Our Business Partners: If you submit PI to WSSI in order to purchase a product or service from a partner or a company with which we have a relationship, we will need to share that PI with the relevant partner/company so that WSSI or the partner/company can process your order(s) to ship, supply, maintain, renew or service the products or services that you requested and you may be contacted by the partner/company for any of these purposes. From time to time we may share your PI with any partner or a company with which we have such a relationship for any of the purposes set out in this Section or for any of the purposes set out in Section 2 above. We require any such partner or company to agree to implement reasonable safeguards to protect the PI and to use the PI only for the purposes for which it was provided. Additionally, WSSI may combine your PI with other data and share that combined data with its partners.

WSSI IS NOT RESPONSIBLE OR LIABLE FOR THE USE OF PI ABOUT YOU BY SUCH PARTNERS, COMPANIES AND/OR RESELLERS.

Within WSSI: PI about you may be shared within WSSI, and its wholly owned subsidiaries for the purposes of providing you with products or services you have ordered or for which you have registered and to provide information to you about our products or services.

Special Cases: WSSI may also use and/or disclose PI in other special cases when we have reason to believe that using and/or disclosing this PI is necessary to identify, contact, or if WSSI deems necessary, bring legal action (including action outside your country of residence) against someone who may be violating WSSI's Terms of Service, license agreements and/or intellectual property rights. The same policy applies in cases where we believe an individual may be causing injury to or interfering with (either intentionally or unintentionally) WSSI's rights or property, other users of an WSSI Site or service, or anyone else that could be harmed by such activities. WSSI may disclose or access PI when we believe in good faith that the law (including laws outside your country of residence) requires it, to comply with the legal process, to respond to requests from public authorities including public authorities outside your country of residence and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services, to protect our operations and to permit us to pursue available remedies or limit the damages that we may sustain. This includes exchanging PI with other companies and organizations for fraud protection and credit risk reduction.

Service Providers: We occasionally employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, sending postal mail and e-mail, removing repetitive PI from customer lists, ensuring accuracy of PI, analyzing data and providing related services, providing marketing assistance, fulfilling purchases and processing credit card payments. We may share PI about you with third parties for the purpose of enabling these third parties to perform such functions.

Assignment: As we continue to develop and expand our products and services, we may sell or buy businesses or product or service lines. In such transactions, customer PI is generally one

of the assets transferred. As such, we reserve the right to transfer any and all information that we collect from website users to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of WSSI's business, assets or stock (including without limitation in connection with any bankruptcy or similar proceedings). In addition, in connection with any such transaction, we reserve the right to share PI about you with our consultants and advisors (such as accountants and lawyers).

4. What are your choices regarding the use of your PI?

If you do not want to receive marketing information from us or if you would prefer that we do not share PI about you with our affiliates or our partners so that our affiliates and partners can send you such marketing information, be sure to indicate that on your registration form, if the form requires you to specify your choices.

In addition, if you change your mind, and no longer wish to receive marketing information from us on a going-forward basis, or if you would prefer that we do not share PI about you on a going-forward basis with our affiliates and/or with our partners for such affiliates' and/or partners' marketing purposes, you may opt-out of receiving such marketing-related information and/or from such sharing by submitting a request to change your marketing preferences.

Please specify clearly which of the following choices you are opting out of:

- i. Receiving marketing-related e-mails from WSSI;
- ii. Allowing WSSI to share PI about you with WSSI's affiliates (including its subsidiaries) for their marketing purposes; and/or
- iii. Allowing WSSI to share PI about you with partners for their marketing purposes.

We will endeavor to comply with your request as soon as reasonably practicable. Please note that if you opt-out as described above, we will not be able to remove PI about you from the databases or third parties with which we have already shared PI about you (i.e., to which we have already provided PI about you as of the date that we implement your opt-out request). If you wish to cease receiving marketing-related e-mails from such third parties, please contact such third parties directly or utilize any opt-out mechanisms set forth in their respective privacy policies or marketing-related e-mails.

5. How do you update PI originally provided to WSSI?

Send the updated PI information to: webmaster@wetlandstudies.com.

6. How long is PI retained?

WSSI will retain PI about you for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

7. How do we protect your PI?

We implement reasonable safeguards to protect the PI and to use the PI only for the purposes for which it was provided and as outlined in Section 2.

8. What about third-party links?

Occasionally, WSSI may provide links to websites operated by third parties. WSSI is not responsible for the information collection or privacy practices or the content of those third-party websites or applications. WSSI does not determine which information will be collected by that third-party.

9. What terms and conditions govern the use of this website?

Please visit our Terms and Conditions page, which establishes the use, exclusions, and limitations governing this website.