



INMR Privacy Policy

INMR is the world's leading technical journal for the field of electrical insulators, surge arresters, bushings and cable accessories, as well as for inspection equipment & laboratory testing services for transmission and distribution applications. Our Privacy Policy describes how your personal information is collected, used, and shared when you visit any of the INMR family of websites: INMR.com, INMRBUYERSGUIDE.com, INMRLABORATORYGUIDE.com, INMRWORLDCONGRESS.com, INMRCHINA.com further referred to collectively as INMR.

PERSONAL INFORMATION WE COLLECT

When you visit INMR, 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 INMR, we collect information about the individual web pages, articles, or products that you view, what websites or search terms referred you to INMR, and information about how you interact with the INMR. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on INMR, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Tags," are electronic files used to record information about how you browse INMR.

Additionally when you make a purchase or attempt to make a purchase through INMR, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers or mail order information), email address, and phone number. We refer to this information as "Order Information." To uphold the highest e-commerce security and privacy standards we utilize PayPal to manage these aspects. You may refer to their individual privacy policy at <https://www.paypal.com/ca/webapps/mpp/ua/privacy-full>

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

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through INMR (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our INMR (for example, by generating analytics about how our customers browse and interact with INMR, what features to include or remove, modifications to usability and accessibility, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our visitors use INMR--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>. Additionally we use Alexa Metrics to also help us understand how our visitors use INMR --you can read more about how Amazon uses your Personal Information here: <https://support.alexa.com/hc/en-us/articles/200685410-Opting-Out-of-Alexa-Measurement-Pixel>

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.

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

YAHOO - <https://privacy.yahoo.com/aim>

TWITTER - <https://www.twitter.com/> - Settings > Privacy > Advertising > 'Limit Ad Tracking'

LINKEDIN - <https://www.linkedin.com/psettings/advertising>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our INMR'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 fulfill contracts we might have with you (for example if you make an order through INMR), or otherwise 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

When you place an order through INMR, we will maintain your Order 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 e-mail at info@inmr.com or by mail using the details provided below:

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