

## **PLANWELL’S PLEDGE TO YOUR PRIVACY – “MEMBER INFORMATION”**

### **INTRODUCTION**

PlanWell Licensing provides its online planroom applications as a service to you and your reprographer. We understand that protecting your privacy is very important to you and your business, and we respect your wishes. We have implemented technical, administrative, and physical security measures to protect your information from unauthorized access and improper use. From time to time, we review our security procedures in order to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable.

### **OUR GUIDELINES**

PlanWell Licensing pledges that it will not release, sell, or trade the information you provide to any system we host\* without your consent. You can opt out of your consent via written correspondence or email to your local PlanWell reprographer. You will have a choice as to how your information is used. Exceptions will be made when PlanWell Licensing in good faith believes that such disclosures are (a) are required by law, including, for example, to comply with a court order or subpoena, or (b) will help to: enforce our Terms of Use; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Web sites, including the safety and security of property that belongs to PlanWell Licensing or third parties, or (c) necessary to complete the unlikely event of a sale of the business or transfer of assets,.

When a planroom is established on our system, the information that you provide about yourself, your company and the project team members is listed in the “Address Book” of the application. This information is used to tailor the way the planroom presents information to you each time you visit. Generally, it is customized to address your ordering and document distribution needs. Most of this information – such as what

kind/size of media or shipping methods you prefer – can be changed and managed by you as the user of the system.

At no time do we provide your information to other customer companies that use our application. If the need to share your information ever arises, we will only proceed with your explicit consent (as noted above). Our policies and procedures are designed to prevent anyone other than PlanWell Licensing, and your reprographer from having general access to your information. In some cases, PlanWell Licensing will share specific information – such as an address – with a company that supports our services – such as an overnight delivery service. If or when a PlanWell planroom is integrated with a third-party technology partner – such as online collaboration service – we will supply any information necessary to ensure that the two applications work together appropriately.

If at any time we decide to offer you third-party information related to your activities on any hosted PlanWell System\*, we will provide the option to choose whether or not you wish to receive such information.

*\* PlanWell Licensing designs and develops a variety of reprographic-related technology applications. “Hosted PlanWell Systems” refer to those applications (such as PlanWell Enterprise™) that are wholly or in part supported by the storage and management of digital information in our facilities or on our equipment.*

## **HOW INFORMATION IS GATHERED**

### **Voluntary Information**

When you register with PlanWell and your reprographer, you are asked to provide basic information critical to the functioning of the system. We may also send you data gathering inquiries from time to time. Using your registration information, preferences and through other inquiries, we collect names, addresses, email addresses, demographic information and other information necessary to provide reprographic services to you and your company. All such information is voluntarily provided to us.

Information that we request from our customers includes some of the following but it is not limited to it:

*Basic identifying information:*

- Name, address, postal code, email address, etc.

*Basic company information:*

- Company name & type
- Company address, postal code, email address, etc.
- Pertinent billing information

*Document recipient/Project Team Member information (which is stored in the system's "Address Book" and managed by you)*

- Recipient/Team Member address, postal code, email address, etc.
- Company address, CSI code (if applicable) postal code, email address, etc.
- Pertinent billing and credit card information
- Types of documents managed
- Types of services or products ordered
- The transaction date and distribution list

Any information that you give us is stored in a secure database. You may choose not to give us any of the information we request from you. If so, that will severely limit our ability to customize the site to your needs and, in some cases, may require you to give the same information each time you visit the application.

Automatic Information

*"Cookies"*

When you log-on or use any of the services PlanWell hosted systems, our server can automatically recognize your personal computer through the use of a stored record known as a "cookie." If you set your computer to remember usernames and passwords, this cookie allows the system to identify you when you return so that you do not have to enter your username and password every single time you visit us. It also allows us to remember order details as you proceed through each screen in the ordering process. If at any time we choose to conduct usability studies to determine what parts of the application you

click on most often, how you arrived at our site, which browser you use, etc., then a cookie would also be used. This category of information is referred to as "click stream data." We don't keep individual users' click stream information, but we may collect these statistics to study application activity that would help us improve the system. Other information that may be tracked automatically is the Internet Service Provider you use, the domain you visited previously, and the URL that the browser accessed.

You can go to the "Help" utilities on your web browser to find information about the ability to warn you when new cookies are received, how to prevent the acceptance of new cookies, or help you disable cookies altogether. But please keep in mind that allowing your computer to receive and store cookies will give you the full benefit of your PlanWell application and can enhance its overall performance. If you turn cookies off, you won't have access to many features that make your Web experience smoother, and some of our services will not function at all.

### **PROJECT TEAM AND PUBLIC DOMAIN INFORMATION**

Most construction professionals consider their project team truly "theirs." For all intents and purposes, this group of individuals are employers, employees and even trusted business confidantes – even if only for a single project. The contact information and any special relationship a user has with an architect, engineer, consultant, general contractor or sub-contractor is often guarded jealously by companies within the professional construction community. As suppliers to the professional construction community, we respect this aspect of information privacy. We consider the "special relationship" aspect of a project team to be highly confidential and, as such, we take all reasonable measures to ensure that no one is able to discover which of our users is working with another. Any information that you give us is stored in a secure database. In other words, we will take all reasonable measures to prevent anyone from finding out who is on someone's "A" list of sub-contractors, which contractor or developer they do the most work with, etc.

On the other hand, the contact information of your project team members is often available through a variety of publicly accessible publications and tools. If someone were

to lookup a concrete supplier in an industry directory, the name, address and phone number of your concrete supplier could well be there. This information is considered to be in the public domain and therefore we do not take extraordinary precautions to protect it. We may, in fact, use such public domain information to market our own products to other construction professionals. Of course, despite all our efforts, we cannot guaranty that a project team member or other third-party entity or individual will not attempt to obtain and/or release information despite our efforts at maintaining your privacy.

## **HOW INFORMATION IS USED BY YOUR LOCAL PLANWELL REPROGRAPHER**

We take our pledge to protect your privacy seriously and we expect the reprographers who provide our services to you to take it as seriously as we do. (As used in this Privacy Pledge, "PlanWell Licensing" includes the American Reprographics Company and all of its wholly-owned reprographers – the American Reprographics Company is the parent company of PlanWell Licensing.) We cannot, however, guarantee that reprographers who provide PlanWell applications under license will treat your information in the same way as PlanWell Licensing. They have been provided a copy of this policy, however, and have been encouraged to follow it.

As a practical rule, reprographers must guard the information of their customers to ensure that their customers keep coming back and that copyright rules are followed. Protecting your privacy is in the best interests of your reprographer. Nonetheless, we encourage you to discuss the matter in detail with your PlanWell provider.

## **FOR YOUR SECURITY**

PlanWell Licensing understands that the security and confidentiality of personal information transferred over the Internet is a requirement in any data privacy program. That's why we employ the latest technology by using Secure Sockets Layer (referred to as "SSL") software. While no technology is infallible, this software encrypts all information that you transmit to us and provides the highest level of security possible.

## **AMENDMENT POLICY**

We may amend this Privacy Pledge at any time. If we make any material changes in the way we collect, use, and/or share your personal information (Privacy Pledge), we will notify you by sending you an e-mail at the last e-mail address that you provided us, and/or by prominently posting notice of the changes on the Web sites covered by this Privacy Pledge. Any material changes to this Privacy Pledge will be effective upon the earlier of thirty (30) calendar days following our dispatch of an e-mail notice to you or thirty (30) calendar days following our posting of notice of the changes on the Web sites covered by this Privacy Pledge. Please note that, at all times, you are responsible for updating your personal information to provide us your current e-mail address. In the event that the last e-mail address that you have provided us is not valid, or for any other reason is not capable of delivering to you the notice described above, our dispatch of the e-mail containing such notice will nonetheless constitute effective notice of the changes described in the notice. In any event, changes to this Privacy Pledge may affect our use of personal information that you provided us prior to our notification to you of the changes. If you do not wish to permit changes in our use of your information, you must notify us prior to the effective date of the changes that you wish to deactivate your account with us.

## **CONCERNS OR QUESTIONS REGARDING YOUR PRIVACY**

Any questions or concerns regarding the PlanWell licensing data privacy policies and procedures should be directed to [info@planwell.com](mailto:info@planwell.com). You may also send inquiries to:

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Walnut Creek, CA 94596

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