

This privacy policy (hereinafter, the "Policy") sets out how SuperPower Inc. (hereinafter, "SuperPower", "our" or "we") uses and protects any information provided by you through this website. By using this website, you agree to the terms of the Policy in effect at the time of use.

SuperPower is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured it will only be used in accordance with this Policy.

SuperPower reserves the right to change and/or update this Policy from time to time without notice. If you have any questions or concerns regarding any practices summarized in this Policy, please email them to info@superpower-inc.com.

What we collect

In general, you can visit this website without telling us who you are or revealing any information about yourself. Our web servers collect the domain names, not the e-mail addresses, of visitors. We compile this information to determine the number of visits, average time spent on the site, pages viewed, etc. This information is used to determine the effectiveness of the website and to guide future improvements.

There are times when we may request information from you. This personal information is used only to respond to a business inquiry, a request for company literature, request to be included in update mailings, or to process a resume to determine a candidate's eligibility.

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

All personal information collected will be used within the scope of the informed or disclosed purposes and handled only by authorized persons, to the extent necessary to carry out specific duties.

What we do with the information we gather

The information collected is used to understand your needs and provide you with better service, and in particular, for the following reasons:

- Internal record keeping
- Improve our products and services
- Periodically distribute promotional emails about new products, special offers or other information which may be of interest
- Market research via email, phone, fax or mail
- Customize the website according to your interests

SuperPower will not sell, distribute or lease your personal information to third parties. We may use your personal information to send promotional information about third parties which we believe may be of interest.

Additionally, we may disclose your personal information when required by law or in the good-faith belief that such disclosure is necessary to comply with the law.

Security

We are committed to ensuring your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online and we utilize reasonable commercial efforts to comply with the foregoing.

How we use cookies

A cookie is a piece of data that is sent to your browser from a web server and stored on your computer's hard drive. We use cookies to collect non-personal information about our users which we use for statistical and market research purposes. By modifying your browser preferences, you can choose to accept all cookies, be notified when a cookie is set, or reject all cookies. You do not need to accept cookies in order to use this web site. It is important for you to protect your customer profile by ensuring you log off when you have finished visiting the website.

The SuperPower website is a Drupal-based product. Drupal uses cookies that anonymously identify users. They expire in 2 weeks and do not contain any personally identifiable information.

For statistical and market research purposes, SuperPower use Google[®] Analytics. Google's privacy policy is available at:
<http://www.google.com/intl/en/policies/privacy/>

Links to other websites

The SuperPower website contains links to other websites of interest or relevance. However, SuperPower is not responsible for the privacy practices or the content of such websites.

Please exercise caution and review the contents within the privacy statement applicable to each third party website linked hereto.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- click the "No, please do not add me to your mailing list for updates" option available on all web forms, or
- if you have previously agreed to us using your personal information for direct marketing purposes, you may unsubscribe at any time by emailing us at info@superpower-inc.com

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to info@superpower-inc.com.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Updates to our Information Practices

From time to time, we make changes to our information practices or alter the functionality statement accordingly. As a result, we encourage you to periodically review the page for new or amended content to the Policy.