

Online Privacy

Effective as of January 1, 2011
(Continental United States Only)

This privacy policy describes the policy of Kentucky Association of Manufacturers regarding information received about you during visits to this Web site. The amount and type of information received depends on how you use the site. These privacy provisions apply solely to Kentucky Association of Manufacturers's online information collection activities on this site and are not applicable to information collection practices Kentucky Association of Manufacturers may be engaged in elsewhere.

By using this site, you signify your assent to the Kentucky Association of Manufacturers Online Privacy Policy. If you do not agree to this policy, please do not use this site. This Privacy Policy may be modified from time to time; the date of the most recent revisions will appear on this page, so please visit us frequently.

No Representation or Warranty

Your confidential use of this site cannot be guaranteed by Kentucky Association of Manufacturers. Kentucky Association of Manufacturers shall not be responsible for any harm that you or any person may suffer as a result of a breach of confidentiality in respect to your use of this site or any information you transmitted to this site.

We use this information to generate statistics and measure site activity to improve the usefulness of customer visits. During normal Web site usage, we do not collect or store personally identifiable information such as name, mailing address, e-mail address, phone number. Certain areas of the site will require information to be provided such as name, mailing address, e-mail address, phone number, vehicle type, or number attending the event.

Collection and Sharing of Personally Identifiable Information

There are instances where Kentucky Association of Manufacturers requests personally identifiable information to provide you with a service or information. Depending upon the type of request, the information we collect will include your name, mailing address, e-mail address, phone number and the vehicle model you own. Your personal information is collected and stored by Kentucky Association of Manufacturers in a manner appropriate to the nature of the data, including but not limited to nightly backup and warehousing behind a secure firewall. The information you provide is also used by Kentucky Association of Manufacturers to improve the services we provide you.

Your personal information may be shared with our business partners to assist us in fulfilling your request. We may also share your personal information with companies affiliated with Kentucky Association of Manufacturers, our private distributors, and our authorized dealers and dealer advertising associations.

From time to time, Kentucky Association of Manufacturers may request your personally identifiable information to enable you to participate in an opportunity, such as a sweepstakes offer, made available through the joint efforts of Kentucky Association of Manufacturers and an

unaffiliated partner. If you provide your personal information, it may also be shared with our business partner if you indicate your interest in receiving communications directly from that company. If you elect to receive communications from our business partner, your information will be used by that company in accordance with its policies and this privacy policy will not apply to its use of your information.

Use of Cookies

Cookies are pieces of information that a Web site transfers to an individual's hard drive for record-keeping purposes so that we may track site and user activity. The use of cookies is an industry standard and you will find them at most major Web sites. By showing how and when visitors use the site, cookies help Kentucky Association of Manufacturers to track those areas of our site that are popular and which areas are not. Many improvements and updates to the site are based on such data as total number of visitors and pages viewed.

Most browsers are initially set to accept cookies. If you'd prefer, you can set yours to refuse cookies or to alert you when cookies are being sent. However, it is possible that some parts of the site, like the bonus content areas (sometimes referred to as Easter Eggs), will not function properly if you do so. Also, we will not be able to recognize you as a visitor over time.