

PRIVACY POLICY

What personally identifiable information is collected on this site?

For visitors who request more information, we collect name, address, phone, e-mail ID and, optionally, company information. For visitors who register for product mailings, we collect email address, name, telephone number, company name, post code and country.

How is it used?

This data is used solely for internal marketing and sales efforts; it is never shared with third party organizations or made available to the general public. An Amplicon engineer uses it to contact the party requesting information in order to assist them. In some cases Amplicon may send an email to answer questions or provide information. In the case of the mail lists, Amplicon Liveline Ltd will from time to time send email newsletters or product release information. If at any time a visitor wishes to withdraw his/her name, this can be done by sending us an email at sales@amplicon.com using the subject "unsubscribe" or clicking on the unsubscribe link at the bottom of any of the emails.

Security

The information is stored in our database but is not publicly accessible from our website. It is emailed internally to an Amplicon sales person. Any visitor who prefers not to provide this information online, or who would like to make corrections, can email us at sales@amplicon.com.

What anonymous information is collected on this site?

Anonymous clickstream information is collected for every visitor to this site. This includes pages viewed, date, time, and browser type. IP numbers are not stored, but are temporarily used to determine domain type and in some cases, geographic region. There is no association between this information and a visitor's identity.

How is anonymous information used?

The information is used by us to build anonymous profiles. These profiles are accessed by Amplicon Liveline Ltd personnel for the express purpose of determining how traffic is moving through the site.