

MAG INSTRUMENT, INC. PRIVACY POLICY

Privacy Policy

Mag Instrument, Inc. ("Mag Instrument") is committed to respecting and protecting your online privacy. This Privacy Policy ("Policy") describes what information we may collect from our consumer Web site visitors, and how we use this information and protect it. In addition to our Web site located at www.maglite.com, we may own other domain names that may point to this Web site. Please note that this Policy applies only to our Web site, and not to any Web sites maintained by other companies or organizations to which we may provide a link. This Policy does not apply to Web sites that may be operated by distributors of our products.

Please be sure to read this Policy before submitting any information to our Web site. By accessing and using our Web site you agree to the terms of this Policy.

Personally Identifiable Information that We Might Collect from You

Mag Instrument only collects personal information from you on a voluntary basis. When you submit personal information to Mag Instrument, it will usually take the form of: (1) Web site registration; (2) customer service; and/or (3) online submission of your resume for job openings. The information we collect may include personal information such as your name, email address, phone and fax numbers and home address. In addition, you may submit demographic and customer information such as your age, occupation and hobbies, and the reason(s) for the purchase of our products and/or intended use. We may also ask about your preferences and interests in order to notify you of future product launches and company activities that may be of interest to you.

In particular, we may collect data through:

- **Web Site Registration**
Mag Instrument may collect personal information from you when registering as a product user, or for warranty purposes. Information collected from those who register on our Web site is used to provide site registrants the benefits associated with such registration (e.g., warranty-related information or updates, and product launch and news information).
- **Customer Service**
In order to provide you with the best possible customer service, Mag Instrument may collect personal information from you which information will be used only for the purpose of solving your customer support inquiry and/or responding to your questions or request for additional information.
- **Resume Submission**
Mag Instrument allows for the online submission of resumes. Personal information collected from resumes will be used solely for the purpose of accepting and evaluating candidate submissions for job openings. The information may be shared within the organization and is not subject to the terms of this Policy.

Whatever the activity may be, we will only collect information to the extent deemed reasonably necessary to fulfill your requests and our business objectives.

Information Automatically Collected and Stored and the Use of "Cookies"

As many other companies do, Mag Instrument automatically collects and temporarily stores data through the use of "cookies," which information serves to control various aspects of our Website, such as whether to show an introduction page, or to pass data from one area of our site to another. The purpose of this technology and the information it provides is to help us improve our Web site experience for visitors and

serve up more customized content, tools and services to a given site visitor. We may automatically collect from you and temporarily store information including:

- The domain and host from which you access the Internet
- The Internet address of the Web site from which you linked directly to our Web site, if applicable
- Your Internet protocol (IP) address and
- Your computer's operating system and browser software
- No information in these "cookies" contains any personal or otherwise usable information about the consumer.

IP Addresses

Our website uses Internet Protocol (IP) addresses. An IP address is a number assigned to your computer by your Internet Service Provider (ISP) so you can access the Internet. Sometimes, an IP address changes each time you connect to the Internet. This is called a "dynamic" IP address.

However, if you have a broadband connection, depending on your individual circumstance, it is possible that the IP address that we collect, or even perhaps a cookie we use, may contain information that could be deemed identifiable. This is because, with some broadband connections, your IP address doesn't change ("static" IP address) and could be associated with your personal computer.

When and How Mag Instrument Uses or Discloses Information

We do not provide personally identifiable information about our Web site visitors to third parties, except to (i) vendors and service providers who may assist us; (ii) in connection with security related or law enforcement investigations or in the course of cooperating with authorities; (iii) to comply with legal requirements or to establish or exercise our legal rights or defend against legal claims; (iv) when we believe it is necessary to share information in order to assist in an investigation regarding, or to prevent, illegal activities, suspected fraud, or situations involving potential threats to the safety of any person; and (v) we may transfer such information in the future upon a sale or merger of our business or upon a sale of our assets that includes our Web site. [Any vendor or service provider to whom we may provide personally identifiable information is required to keep your information confidential in accordance with this Policy.]

Communications You Receive — Permission To Contact You And/or Send You Materials and Information

Only when specifically requested by our Web site visitors will the information we collect be used to respond to visitors' inquiries and/or to send visitors information/newsletters and notify our customers about new products we may offer, product developments, or other corporate activities that may be of interest. We occasionally send out an email newsletter to our customers to highlight features of our products, new product launches and the like. In other words, it is only when you have volunteered information about yourself, or have specifically requested to receive such contact and information from us—that we come into possession of and/or use any of your personally identifiable information.

Unsubscribing/Opting Out

If you decide you no longer wish to receive postal mailings and/or emails from us, please let us know by sending us an email at website@magmail.com and telling us you no longer wish to receive postal mail and/or email from us. Please provide us with your exact name, postal address, and email address.

Contacting Us About Your Personal Information

Web site visitors may contact us to request we delete previously submitted information from our database or update personally identifiable information by sending an e-mail to website@magmail.com.

If you have any questions or comments about the way your personally identifiable information collected via our Web site is used and handled, please e-mail us at website@magmail.com.

Security

Mag Instrument takes reasonable precautions to keep all information obtained from Web site visitors secure against unauthorized access and use, and to ensure it will remain unaltered from the form in which provided. We allow access to your personally identifiable information only by those authorized to view it, and access is strictly controlled.

Third Party Web Sites

Our Web site may contain links to third party Web sites that are not covered by this Policy. Mag Instrument is not responsible for the privacy practices or the content included on third party Web sites.

Children

Use of our Web site is intended for adults only. We do not intentionally collect personally identifiable information such as name, home address, or email address from persons under the age of [13].

Non-U.S. Residents

Our Web site is available for viewing by individuals worldwide. However, if you are not a U.S. resident, we encourage you to link from our Web site to the authorized distributor Web site serving your country of residence. MAG INSTRUMENT MAKES NO REPRESENTATION AS TO THE COMPLIANCE OF THIS WEB SITE AND MAG INSTRUMENT'S PRACTICES WITH RESPECT HERETO WITH THE LAWS OF JURISDICTIONS OTHER THAN THOSE OF THE UNITED STATES.

Revisions/Updates to this Policy

We reserve the right to make changes to this Policy from time to time. Please continue to check back from time to time to ensure you remain aware of any changes in our data collection practices. If we make a material change to our Privacy Policy it will be communicated promptly on this page.

Current revision posted: [October] 2004.