

Term Glossary for Privacy and Cookie Policies

Last Updated: May 30, 2018

Automated Technologies or Interactions: As you interact with us, including via the Site, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We may also collect Tracking Data when you use our Site, or when you click on one of our advertisements (including those shown on third-party websites).

Consent: Agreement which must be specific, informed, freely given, and, by the Data Subject's statement or clear positive action, be an unambiguous indication signifying agreement to the Processing of Personal Data relating to the Data Subject.

Cookie: Small text file (up to 4KB) created by a website that is stored in the user's computer either temporarily for that session only or permanently on the hard disk (persistent cookie). Cookies provide a way for the website to recognize you and keep track of your preferences.

Analytical/Performance Cookies: These may be utilized by EEI to recognize and count the number of visitors and to see how visitors move around our Site when they are using it.

Functionality Cookies: These may be utilized by EEI to recognize you when you return to our Site. This can enable us to personalize our content for you, greet you by name and remember your preferences.

Strictly Necessary Cookies: These may be utilized by EEI for the operation of our Site. They may include, for example, cookies that enable you to log into secure areas of our Site, use a shopping cart or make use of e-billing services.

Targeting Cookies: These may be utilized by EEI to record your visit to our Site, the pages you have visited and the links you have followed.

Controller or Data Controller: The person or organization that determines when, why and how to process Personal Data. It is responsible for establishing practices and policies in line with the GDPR. We are the Controller of all Personal Data relating to our Company Personnel and Personal Data used in our business for our own commercial purposes.

Data Protection Authority (DPA): Independent public authorities that supervise, through investigative and corrective powers, the application of the data protection law. They provide expert advice on data protection issues and handle complaints lodged against violations of the General Data Protection Regulation and the relevant national laws. There is one in each EU Member State.

Data Protection Officer (DPO): The person required to be appointed in specific circumstances under the GDPR. Where a mandatory DPO has not been appointed, this term means a data protection manager or other voluntary appointment of a DPO or refers to the Company data privacy team with responsibility for data protection compliance.

Data Subject: A data subject is the identified or identifiable person to whom the personal data relates.

General Data Protection Regulation (GDPR): The General Data Protection Regulation ((EU) 2016/679). Personal Data is subject to the legal safeguards specified in the GDPR.

Legal Rights of Data Subjects: You may have rights to have access to your Personal Data and to ask us to rectify, erase and restrict use of, your Personal Data. You may also have rights to object to your Personal Data being used, to ask for the transfer of Personal Data you have made available to us and to withdraw consent to the use of your Personal Data. You may have the following legal rights listed below.

Right of Subject Access: The right to make a written request for details of your Personal Data and a copy of that Personal Data.

Right to Rectification: The right to have inaccurate information about you corrected or removed.

Right to Erasure ('right to be forgotten'): The right to have some or all of the Personal Data that you have provided to a Controller erased.

Right to Restriction of Processing: The right to request that your Personal Data is only used for restricted purposes.

Right to Opt Out of Marketing: The right to unsubscribe or manage your marketing preferences.

Right to Data Portability: The right to ask for the Personal Data you have made available to us to be transferred to you or a third party in machine-readable format.

Right to Withdraw Consent: The right to withdraw any consent you have previously given us to handle your Personal Data.

Personal Data: Any information identifying a Data Subject or information relating to a Data Subject that we can identify (directly or indirectly) from that data alone or in combination with other identifiers we possess or can reasonably access. Depending on the services you utilize on our Site, we may collect several different kinds of Personal Data about you. This Personal Data falls into the following categories:

Aggregated Data: Includes any statistical or demographic data, collected, used, and shared for any purpose. Aggregated Data may be derived from your Personal Data but is not

considered Personal Data in law as this data does not directly or indirectly reveal your identity. If we combine or connect Aggregated Data with your Personal Data so that it can directly or indirectly identify you, we treat the combined data as Personal Data which will be used in accordance with this Privacy Policy.

Contact Data: Includes information such as a billing address, delivery address, email address and telephone number.

Identity Data: Includes information such as a title, first name, last name, username or similar identifier and an encrypted version of your login/password. If you interact with us through social media, this may include your social media username.

Marketing and Communications: This data includes your preferences in receiving direct-marketing from us and third-parties and your communication preferences.

Profile Data: Includes information such as your username and password, purchases or orders made by you, preferences, feedback and survey responses, as well as any profile data which we have added (for example, using analytics and profiling).

Technical Data: Includes information such as an internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this Site.

Tracking Data: Includes information we or others may collect about you from cookies and similar tracking technologies, such as web beacons, pixels, and mobile identifiers. For more information about Tracking Data, please see our [Cookie Policy](#).

Transaction Data: Includes information such as details about payments to and from you and other details of products and services you have purchased from us.

Personal Data Breach: Refers to a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data. This includes breaches that are the result of both accidental and deliberate causes.

Privacy Notices (also referred to as Fair Processing Notices) or Privacy Policies: Separate notices setting out information that may be provided to Data Subjects when the Company collects information about them. These notices may take the form of general privacy statements applicable to a specific group of individuals (for example, employee privacy notices or the website privacy policy) or they may be stand-alone, one-time privacy statements covering Processing related to a specific purpose.

Processing or Process: Any activity that involves the use of Personal Data. It includes obtaining, recording or holding the data, or carrying out any operation or set of operations on the data including organizing, amending, retrieving, using, disclosing, erasing or destroying it. Processing also includes transmitting or transferring Personal Data to third parties.

Service Provider: An entity that processes personal data on behalf of a controller.

Technical Data: Includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.