

Privacy Policy

Highland Global, LLC (HG) respects your privacy. This Privacy Policy sets forth how we handle information we obtain from you and learn about you when you visit our web site at <http://www.highlandglobal.com>.

- **Information We Collect and How We Use It**

HG collects two types of information about you when you visit our site: personally-identifiable information (including, for example, your name and contact information, such as physical address, telephone number and e-mail address) and non-personally-identifiable, aggregate information (such as information regarding the pages on our site that you have visited and your IP address).

- Personally Identifiable Information

The only personally identifying information that we collect and store about you is the information that you choose to provide to us upon registration for the site, registration for conferences or events and upon ordering merchandise from the HG web site.

- Registration and Application Forms and Order Forms

Our registration and application forms and order forms require that you provide personal information (such as your name and physical address) and certain financial information (such as credit card or checking account number). This information is used to contact you, to process your registration form and to process your order. We may also use this information to contact you about the services we offer, as well as to send you various updates.

- Electronic Mail

We also will gather your personally identifiable information when you send us an e-mail. We will use this information to respond to your e-mail. We also may use the information to send you notifications about our service.

- Non-Personally Identifiable Information

We collect and use non-personally identifiable information about you in the following ways:

- Referrers, IP Addresses and Other Non-Personal Information

HG collects information through "referrers," IP addresses and various other external variables. A "referrer" is information the web browser passes along to the HG host web server that

references the URL from which you came. The "IP address" is a number used by computers on the network to identify your computer so that data can be transmitted to you. "External variables" include, among other things, the domain from which you access the Internet, the time you accessed our web site, the type of web browser and operating system or platform used, the Internet address of the web site you left to visit HG, the names of the pages you visit while at our web site and the Internet address of the web site you then visit. We collect all of this information to allow us to analyze broad demographic trends, to provide information tailored to your interests and to enhance your experience on HG's web site.

- Profiling

To help us improve our web site and to ensure that we make every effort to provide you with information and offers that are of interest to you, we may merge your personally identifiable information with click-stream data and other data we have (including offline data). We may also develop a non-identifiable profile on you based on the pages within our site that you visit.

In addition, we may allow third party ads to appear on portions of our site. If we do so, our advertisers and our network advertising companies may, through the use of cookies or other technology, collect non-personally identifiable information about you. Over time, they may be able to develop a profile on you based on your visits not only to our site, but to other sites as well.

- Links

This web site may contain links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to read the privacy statements of each and every web site that they visit. This privacy statement applies solely to information collected when you visit HG's web site.

- **SECURITY**

We take precaution to protect your information from inadvertent disclosure and intrusion by third parties, but such precautions are not without risk. See the HG Terms of Use agreement for more information about HG's Limitation of Liability.