Derivatives.com Privacy Policy

Imagin e Software, Inc.
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Purpose

This site is owned and operated by Imagine Software Inc. (“Imagine”). The privacy of the information we gather about our users is of the utmost importance to us. Because we gather certain types of information electronically, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy policy discloses that information.

Information we gather and track

Imagine gathers the following types of information from users:

- Imagine gathers information that users provide through optional, voluntary submissions. This information may include email addresses, names, company name, job position, business address, and telephone number. These are voluntary submissions to receive a free trial of our offering. Under no circumstances does Imagine divulge any information about an individual user to a third party.

- Imagine gathers information on its clients’ use of its sites, including tallying page views throughout our sites through the use of aggregated website tracking facilities. This information allows us to better tailor our services to our users’ needs and preferences. Under no circumstances does Imagine divulge any information about an individual user to a third party.

How we gather the information

Imagine gathers information from the company’s web sites through the following processes:

Optional voluntary information submissions

Access log files

Third-party services

Cookies
Privacy Policy

1. Electronic RSS Feed

We will offer free electronic RSS feed to users. Imagine does not gather the email addresses of users who voluntarily connect to our RSS feed. Users can also manually disconnect from the RSS feed at any time.

2. Children

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

3. Usage of Information

Imagine will use any information voluntarily given by our users to enhance their experience while on our sites, whether to provide interactive or personalized elements on the site or to better prepare future content based on the interests of our users. We will also use the information voluntarily given to provide trial material to the user and to contact the individual. From time to time, we use such voluntarily provided information in order to send out electronic notices and to enable users to participate in trials. We may send out special notices when we think you might be particularly interested in something we are doing.

4. Cookies

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personally Identifiable Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. A cookie cannot read data off your hard disk or read cookie files created by other sites. Imagine uses cookies to track user traffic patterns (as described above) and for session authentication.

5. Trial Participation

We will contact users who have completed and submitted the Trial Participation application online.

Usage of Information

Imagine uses tracking information to determine which areas and functionalities of our sites users prefer based on traffic to those areas. We create aggregate reports on user traffic
patterns for internal use. This allows us to more effectively develop content and services that are pertinent to our clients’ needs.

Our traffic pattern systems deliver a one-time cookie to better track movement and click rates

Google Analytics

Tracks user traffic patterns throughout all of Imagine’s sites. Imagine does break down overall usage statistics according to how many hits it received in a given period, users’ average length of time spent on site, bounce rate, how many users fill out a form, which search engines they use, which key words they search with. However, Imagine does not correlate this information with data about individual users.

Salesforce WebtoLead

Imagine uses software to capture data voluntarily submitted by website users, such as contact information and product interest, and store it as a record in our CRM product.

Storage

Imagine stores the information we gathered from users visiting the Imagine, sites on secured hosts within a secured data center. Access to the information is restricted to those with a business need.

Sharing of the Information

Imagine will not share information about individual users with any third party, except to comply with applicable law, valid legal process or to protect the personal safety of our users or the public.

Security

Imagine operates secure data networks protected by firewall, encryption, and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

How to Opt-Out

We give users options to ‘opt-out’ wherever necessary and practical. Such choices include:

- Opting not to receive our RSS feed once activated.
• Opting not to participate in certain interactive areas.

• You can refuse to accept the cookies for the secure client area by turning them off in your browser, but you will not be able to access the site. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie.

• You do not need to have cookies turned on to use the derivatives.com graphical user interface ("GUI"). The GUI uses its own cookie, which is independent of any web browser.

How to access to your information

Should you wish to view the information we have collected from your submissions, please send a request in writing to:

Access to Information
Imagine Software Inc.
233 Broadway
17th Floor
New York, New York
10279

Data Retention

All information may be retained by Imagine until deemed no longer required or until such time as a written request is received to remove the information. Written requests can be submitted to:

Access to Information
Imagine Software Inc.
233 Broadway
17th Floor
New York, New York 10279

Data Destruction

All destruction/disposal of information will be done in accordance with internal policy #233-32002-ICP Information Classification Policy. Records that have satisfied the period of retention will be destroyed/disposed of in the appropriate manner.

Data Protection Authorities and Regulators

Data Protection Authorities and Regulators may submit inquiries to:
By using this site, you consent to the collection and use of this information by Imagine. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, under what circumstances we disclose it, how we secure it, how to opt-out and how to access your information. We will also keep prior versions of this Privacy Policy in an archive.

Revision History

Version: 1.0 January 7, 2011
Version: 1.1 November 18, 2011
Added information on Retention and Destruction of information.
Added directions for Data Protection Authorities and Regulators to submit queries.