

ADT Web Privacy Policy

Effective: October 7, 2009

SUMMARY

ADT Security Services, Inc. (“ADT,” “we” or “us”) operates the ADT View Pro website at <http://www.adtviewpro.com> (the “Site”), which are hosted in the United States. We want you, the visitor to our public website, to understand how we collect and use data about your Site visit. The privacy policy below identifies what information the Site collects, and what it is used for. We use cookies, which gather certain forms of information from your computer to help us monitor and improve Site usage and performance. Certain web pages may allow you to voluntarily submit personal information about yourself, your residence, or your business so that we can contact you for services in which you express an interest. For online recruiting purposes, the Site collects “personally identifiable information”, which is information that identifies you. This may include your name, address, email address, telephone or fax number, IP address, any content you post in your resume or CV, and certain other information, which we explain in more detail below. You can choose not to provide us with this information, but certain portions of the Site may not be available to you.

We do not disclose this information to third parties for their marketing purposes without your prior consent, but we do use third party software and services to assist us with collecting and analyzing information regarding use of the Site. We may also disclose your information to others for other purposes, particularly if required to do so by law. The privacy policy for the Site is set forth below and you should contact privacy@adt.com if you have questions or concerns about this policy or the use of your information.

This Web Privacy Policy applies only to the publicly available components of the Site, for which no registration or log in is required. Additional or different terms may apply to any web pages requiring a registration or log in.

INFORMATION COLLECTION

This is our online privacy policy (“Web Privacy Policy”). This Web Privacy Policy applies only to activities we engage in on the Site and does not apply to activities that are "offline" or unrelated to the Site. You should note that different privacy policies may apply to other parts of ADT’s web presence – for example, separate privacy policies apply to web pages for which a customer or dealer registers and logs in.

Anonymous Information. We may collect two types of information through this Site: anonymous information and personally identifiable information (“PII”). We collect certain anonymous data regarding the usage of the website. This information does not personally identify users, by itself or in combination with other information. We gather it to improve the performance of the Site. The anonymous data we collect can include information such as the type of browser you are using, IP address, the pages you view, and the length of your visit to the Site.

Personally Identifiable Information. We may also ask you to provide personally identifiable information on the Site, which may include your name, address, telephone number, fax number, company name, e-mail

address and relevant details about the product or service that interests you. These details may include whether the location is a business or residence, whether the site is pre-wired for security, and the square footage, to give some examples. This information can be gathered when you send us an e-mail or when you complete the specific web page request form. In all such cases you choose whether to provide us with the personally identifiable information, but certain portions of the Site may not be available to you or we may not be able to respond to your inquiry effectively if you do not provide the PII requested.

Surveys and Contests. We may occasionally request information from you via surveys or contests. Your participation in these surveys or contests is completely voluntary. The information that we request typically includes your contact details. If you choose to participate, the information that you provide will be shared with the contest/survey sponsors to notify winners and award prizes. Survey information may also be used to monitor and improve the content and performance of the Site.

Tell A Friend. If you choose to use ADT's referral service to inform a friend about our Site, products or services, ADT will ask you for your friend's name and email address. We will send your friend a one-time email inviting them to visit the Site. We will store this information so that we can send the initial email message and track the success of our referral program. Your friend may contact us at privacy@adt.com to have their information removed from our database.

COOKIES AND WEB BEACONS

Cookies are small bits of data cached or stored on your computer based on Internet activity. We use cookies to monitor individual activity in aggregate to improve the Site. The information we gather may include IP address, user language, the operating system, browser type, the presence/absence of "flash" plug-ins, screen resolution, connection type, and information that identifies the cookie. However, no other user information is generally collected. On most web browsers you will find a "help" section on the toolbar. This will tell you how to stop accepting cookies, how to be notified when you receive a browser cookie, and how to disable existing browser cookies. Remember though that without browser cookies you may not be able to take advantage of all our Site features.

We also use web beacons (also known as clear gifs), which are tiny graphics embedded on a web page to help us measure the effectiveness of particular content. We do not tie the information gathered by web beacons to our customers' personally identifiable information.

USE AND DISCLOSURE OF INFORMATION

Uses by ADT. ADT uses the personal information you provide through the Site in a manner that is consistent with this Web Privacy Policy. If you provide personal information for a certain reason, we may use it in connection with the reason for which it was provided. For instance, if you contact us by email, we may use the personal information you provide to answer your question or resolve your problem. We use the information collected through the Site for statistical purposes and for improving the Site, as well as for our marketing purposes and potentially sending commercial emails to you. We often engage a third party's software or services to assist us with these collections and analyses. As a practical matter, we must release your mailing address to a postal or courier service to deliver information you requested. We use third-parties to assist us with our marketing efforts, including assisting us with sending emails to you. This may include sending you free electronic newsletters and marketing-related emails for services described

on our Site. However, you will have the choice to opt out of receiving newsletters and marketing emails for our services by either contacting us directly at privacy@adt.com or through the “unsubscribe” link found at the bottom of our newsletters and emails.

On certain of our Site pages where you have submitted detailed information concerning potential products or services, we will use this information only for the purposes of contacting you and determining which product or services may be most relevant to you. We will not share this information with any third party for their own marketing purposes without your prior consent.

We may also disclose personally identifiable information in order to respond to a subpoena, court order or other such request. We may also provide such personally identifiable information in response to a law enforcement agency's request or as otherwise required by law.

We may provide your personally identifiable information to a third party if we file for bankruptcy, or there is a transfer of the assets or ownership in connection with proposed or consummated corporate reorganizations, such as mergers, acquisitions, or sales of business units.

Uses by Third-Parties. We do not provide your personally identifiable information to any third party for their own marketing purposes without your prior request or consent. ADT works closely with certain businesses to provide you with products and services. Sometimes these businesses make special offers available to Site customers. If you request to receive information about these offers, we will share your personal information with these companies so that they can send you details about their special offers. You should know in advance that each of these companies has its own policies with respect to the collection and use of personal information and that we are not responsible for their use of your information.

INFORMATION SECURITY

We have implemented various security measures for the purpose of protecting your personal information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access and against any other unlawful forms of processing. However, the transmission of data over the Internet by its nature entails the use of systems under the control of third parties, and as a result ADT will work to prevent any violation of the security systems but cannot ensure total control of the security of such systems.

OTHER WEBSITES

Please be aware that our Site may contain links to other sites on the Internet that are owned and operated by third parties. The information practices of those websites linked to our Site are not covered by this Policy. We are not responsible for the privacy policies of websites to which the Site links. If you provide any information to such third parties, different rules regarding the collection and use of your PII may apply. We strongly suggest you review such third party's privacy policies before providing any data to them. These other sites may send their own cookies or web beacons to users, collect data or solicit personally identifiable information. We cannot control this collection of information. You should contact these entities directly if you have any questions about their use of the information that they collect.

CHILDREN

ADT understands the importance of protecting children's privacy in the interactive online world. The Site covered by this policy is not designed for or intentionally targeted at children 13 years of age or younger. It is not our policy to intentionally collect or maintain information about anyone under the age of 13.

INQUIRIES, CORRECTIONS AND COMPLAINTS

Your data is submitted to ADT Security Services, Inc. ("ADT") and is hosted and stored in a database on servers situated in the United States by ADT and by third parties on our behalf.

If you have questions or concerns regarding this Privacy Statement or about privacy at our Site, you should first contact ADT by sending an email to privacy@adt.com or calling ADT at 1 (800) ADT-ASAP (800-238-2727) and ADT will try to resolve it. Or, contact ADT at:

Privacy
ADT Security Services, Inc.
PO Box 5035
Boca Raton, FL 33431-0835

If you wish to modify or update any information we have received, please contact privacy@adt.com.

MODIFICATIONS OF THE WEB PRIVACY POLICY

We reserve the right to modify this Web Privacy Policy at any time. We will notify you by posting an amendment to the privacy policy on the Site and highlighting the changes in an appropriate notice. Such modifications will become effective thirty (30) days after they are posted. We encourage you to frequently review the Web Privacy Policy for any modifications.