

MICRO-MEASUREMENTS E-COMMERCE SITE
PRIVACY POLICY

Effective Date: June 22, 2020

Micro-Measurements, a brand of Vishay Precision Group, Inc. (“our”, “us” or “we”) is committed to protecting your privacy.

This privacy policy (this “[Privacy Policy](#)”) describes the types of personal data that we collect from you through our e-commerce site located at <https://shopvpg.crmmobiledesk.com/> (the “Store”), how we use your personal data and the circumstances under which we may disclose it to others.

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. BY PLACING AN ORDER ON THE STORE OR OTHERWISE ACCESSING THE STORE, YOU CONSENT TO THE PRIVACY PRACTICES SET FORTH HEREIN. IF YOU DO NOT AGREE TO THESE PRIVACY PRACTICES, YOU MUST EXIT THE STORE IMMEDIATELY.

Data Collection

Personal Data You Provide to Us

We collect the personal data that you choose to provide to us, when you create an account with us, reach out to us using the Contact Us form on the Store, or make a purchase through the Store. This personal data may include your name, e-mail address, address, phone number, credit card information and other data that by itself, or in combination with other data, reveals your identity.

Usage Data We Automatically Collect

We also automatically collect usage data when you use the Store. “Usage data” is information about your activity on the Store that, by itself, does not identify you as an individual. For example, the operating system that you are using, the date and time stamp of your visit, the referring URL and your internet service provider. We collect usage data through the use of “cookies” and other data collection tools. For more information about these data collection tools, please see the section of this Privacy Policy titled “Cookies and Other Data Collection Tools.”

If we combine any usage data with personal data, we will treat the combined data as personal data in accordance with this Privacy Policy.

Using Your Personal Data

We may use your personal data as described at the point of collection or as follows:

- To operate and improve the Store
- For order fulfillment purposes;
- To give you a more consistent and personalized experience when interacting with the Store;
- To contact you about publications and products and services that we provide;
- To better understand how you interact with the Store;
- To tailor the content and information that we provide to you through the Store;
- For customer service purposes;
- For security purposes;
- For archival and backup purposes;
- To enforce and protect our rights and the rights of others; and

- For research and analytics purposes.

Sharing Your Personal Data

We may share your personal data as described at the point of collection or as follows:

- With our affiliates
- With third-party service providers whom we engage to provide services on our behalf only for supporting and maintaining the Store;
- In connection with a merger, sale, acquisition or other change of ownership or control by or of us or an affiliated entity;
- In response to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process;
- To enforce and protect our rights and the rights of others; and
- To support external auditing, compliance and governance functions.

Other than as described above, we do not share your personal data with third parties.

Protecting Your Personal Data

We use commercially reasonable security measures, including technical, physical and administrative practices and procedures, to protect your personal data against unauthorized access, loss, misuse and alteration. Nevertheless, no system is perfect. Therefore, we cannot guarantee the absolute security of your personal data, and we make no representations or warranties with respect to the sufficiency of those security measures nor will we be responsible for any direct or indirect damages that you may incur as a result of a security breach or technical malfunction.

Third-Party Websites

We may include links on the Store to third-party websites that we do not operate or control ("[Third-Party Websites](#)"). We are not responsible for the collection, use or disclosure of personal data collected through the Third-Party Websites, and we expressly disclaim any and all liability related to such collection, use and disclosure. Therefore, before interacting with the Third-Party Websites, you should consult the privacy policies of those websites to learn more about their privacy practices.

Children's Privacy

We do not knowingly collect or maintain personal data from anyone under the age of thirteen, and no parts of the Store are directed towards or designed to attract anyone under that age.

Cookies and Other Data Collection Tools

What is a cookie?

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website or use an online service. When you visit the website again, the cookie allows that website or online service to recognize your browser. Cookies may store unique identifiers, user preferences and other data.

Why do we use them?

Cookies help us improve the Store by providing us with data about which parts of the Store are most popular, enabling us to analyze technical and navigational data about the Store and helping us to detect

and prevent fraud. We also use cookies and other data collection tools to help improve your experience with the Store.

How do I control cookies?

Web browsers allow some control of most cookies through the browser settings. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user’s computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although you are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some parts of the Store. To find out more about cookies, including how to manage and delete them, visit www.allaboutcookies.org.

Do Not Track

The Store does not support Do Not Track (DNT). DNT is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your online activities collected. For more information about DNT, please visit www.donottrack.us.

Modifications to this Privacy Policy

We reserve the right, in our sole discretion, to modify this Privacy Policy at any time without notice to you. We will post all modifications to this Privacy Policy on the Store and they will become effective immediately upon being posted to the Store. Your continued use of the Store following the posting of such modifications constitutes your acceptance of them. Therefore, you should check the Effective Date of this Privacy Policy each time that you visit the Store, review the “Notification of Material Modifications” section of this Privacy Policy and review any modifications made since the last time that you visited it. Notwithstanding the foregoing, to the extent required by law, we will seek your consent to any material changes to this Privacy Policy.

Notification of Material Modifications

This section identifies material modifications to this Privacy Policy since the Effective Date. There have been no material modifications to date.

Contact

If you have any questions regarding this Privacy Policy or to request changes to your personal data, please contact us via any of the following methods:

E-mail:	mmwd.customerservice@vpgsensors.com
Phone Number:	+1(919)365-3800
Address:	Attn: Privacy Policy Micro-Measurements PO Box 27777, Raleigh, NC 27611, USA