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What information is tracked and gathered by the Software?

Information tracked and gathered can be classed into two general types: 1) Information that is anonymous and is not individual specific, and 2) Information that is personally identifiable.

1. Anonymous information is data that is not traced back to a specific individual. For example Keyword search terms that are searched for are individual specific. That is the users personal details are not matched per keyword search.

Anonymous information that is tracked and gathered when a user performs:

- a keyword search. The keyword term and frequency is tracked and gathered by both Trellian and the respective Search Engine search on.

- link popularity. The URL and popularity is tracked and gathered, so that the software can provide historical URL popularity data for users.

2. Personally identifiable information is data that you provide that discloses specific facts about you, such as name, e-mail, physical postal address, demographics, etc. This data is generally provided by the user via the registration process. This data is not sold or disclosed to third parties.

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