

Respecting privacy at HP



An industry leader

From the beginning, HP has set the bar high when it comes to privacy and customer trust. We have long been an industry leader, promoting high standards in the industry and acting as a model for other companies. Rather than simply complying with privacy laws and regulations, HP maintains the most rigorous privacy policies in the industry, consistently promoting our vision and proactively increasing the awareness of privacy's importance.

HP champions privacy because it's the right thing to do, is part of our heritage of integrity and respect for customers and employees, and is in our own best interest as a company. Protecting customer and employee personal data promotes trust and loyalty and strengthens the HP brand.

To recognize and promote leading-edge work in privacy, HP has created the HP Privacy Innovation Award. We use it to recognize and honor companies, government agencies and non-profits who lead in privacy protection. HP has been cited as "a model for privacy activism" in the media and recognized for the quality of its privacy practices in many independent customer surveys.

A good global citizen

HP is a company recognized for strong customer and employee data privacy practices. We've positioned privacy to be a key strategic component of our global citizenship and corporate social responsibility framework. We make privacy protection integral to our business operations. Finally, we promote strong, clear privacy standards and educate our workforce about them so that they are privacy savvy online and offline. Reflecting our heritage of corporate responsibility, we are at the forefront of the privacy movement. Already an industry leader, HP is committed to being a world leader in privacy.

As a founding sponsor of the Better Business Bureau's BBBOnline Program, we have long demonstrated our

support for protecting customer information online and proudly display the BBBOnline Privacy Seal on our Web site at www.hp.com. The BBBOnline Program is the gold standard of privacy seal programs. HP also supports the Platform for Privacy Preferences (P3P), a data standard used in technology tools that empowers customers to make better-informed decisions about the collection and use of their personal information on the Web.

As a global enterprise, HP handles the personal information of all individuals - including its customers, employees, partners, and stakeholders - responsibly, respectfully, and in support of privacy laws worldwide. HP global policy is based on Safe Harbor principles, which are consistent with the European Union Data Protection Directive. In the United States, we comply with the CAN SPAM Act and actively support the creation of U.S. federal legislation that would require companies to disclose their privacy policies in a clear, conspicuous, and easily understood manner and offer explicit choices. Wherever we do business in the world, we meet, and in many cases exceed, privacy regulations, codes and provisions.

Protecting privacy

HP champions privacy as a fundamental human right and speaks as a "pro-customer" voice at industry and government meetings and conferences. HP has been a forerunner in initiatives to protect customer privacy rights, believing that customers should have notice and choice about online and offline resources without forfeiting their privacy. HP wants customers to feel comfortable and safe in sharing their information with us. That's why we champion strict privacy guidelines and standards that protect the individual's right to control his or her personal information.

HP's dedicated data privacy team assures that we implement the best processes and highest standards in the protection of personal information. HP employees are trained to protect that information in accordance with our privacy policy. In addition, HP's Design for Privacy initiative incorporates privacy requirements into HP product roadmaps and service offerings.

HP protects its employees' privacy by having some of the strongest policies in the industry about the collection, use and disclosure of employee information. These policies cover job applications, personnel files, performance evaluations,



medical records, and other documents. In addition, we strictly limit access and require additional privacy training of anyone who has access to our Human Resources database.

Suppliers and third-party contractors who work on our behalf processing or handling HP data are contractually required to comply with our privacy policy. In countries where there are no national laws governing the use of personal data, we work with suppliers to ensure they meet HP's privacy standards, those of the Safe Harbor program, or more stringent applicable standards such as the EU Directives.

Highlights of the HP Privacy Commitment

Our privacy policy is based on the Fair Information Practices, Safe Harbor Agreement, Organization for Economic Cooperation and Development (OECD) principles, and the Global Business Dialogue on Electronic Commerce (GBDe) guidelines. A link to our online privacy practices is provided on every Web page at www.hp.com. Key elements of HP's privacy commitments include:

- **Notice and Choice.** HP gives notice to customers at the point of data collection about why we're gathering information and how it will be used. We also offer customers the choice to express their preferences for contact and data sharing. HP does not sell, rent or lease the personal information of our customers. We do not share personal information of customers or employees with an unrelated company without permission.
- **Accuracy and Access.** HP provides access to data so individuals can view or correct their information.
- **Security.** HP has clear processes and proven technologies in place to protect the security of personal data. We limit access and may encrypt certain types of sensitive data, such as credit card numbers or national ID numbers (SSN).

First to comply with Safe Harbor

Long before others recognized the need to do so, HP became the first Fortune 50 Company to self-certify with the requirements of the Safe Harbor agreement, a voluntary framework for enabling the legal transfer of personal data, established in 1998 by the European Commission's Directive on Data Protection and the U.S. Department of Commerce.

Because HP's privacy policy is global, HP customers around the world benefit from strong levels of privacy protection consistent with Safe Harbor privacy principles. HP's self-certification to the Safe Harbor commits us to meeting the seven Safe Harbor privacy principles of notice, choice, onward transfer, access, data integrity, security and enforcement. We meet strict criteria, confirming our dedication to personal data integrity.

By adopting Safe Harbor, HP ensures the uninterrupted flow of data from HP businesses in European Union member countries to our U.S. locations, protecting transaction continuity for our customers and employees. Safe Harbor self-certification reaffirms our leadership, commitment to responsible self-regulation, and dedication to being a good global citizen.

The U.S. Department of Commerce oversees implementation of Safe Harbor self-certification in the United States. Further information on the agreement and its principles is available at <http://www.export.gov/safeharbor>.

Privacy tips

We encourage you to become involved in managing your privacy. Here are some ways you can make sure that your privacy is protected:

- Do not send confidential information (home phone number, password, address, credit card number, SSN) by chat lines, e-mail, instant messages, forum postings, or include it in any online profile.
- Assume your email messages and anything you type into a website is not secure unless encrypted.
- Install a firewall that includes anti-virus and spyware protection on your home computer to prevent hackers from obtaining personal identifying and financial data from your hard drive. This is especially important if you connect to the Internet by DSL or cable modem.
- When shopping online, do business with companies that provide transaction security protection and that have strong privacy and security policies.
- Before disposing of your computer, remove data by using a strong "wipe" utility program. Do not rely on the "delete" function to remove files containing sensitive information.
- Teach children that giving out personal information online or over the phone means giving it to strangers.

Contact us

External:

HP Privacy: <http://www.hp.com/hpinfo/globalcitizenship/privacy>

Internal:

HP Chief Privacy Office: <http://ca.corp.hp.com/privacy>

HP Customer Data Privacy:

<http://customerops.corp.hp.com/privacy>

HP Employee Data Privacy: <http://edp.corp.hp.com>

About HP

HP is a leading global provider of products, technologies, solutions and services to consumers and businesses. More information about HP is available at www.hp.com.