

WEB PRIVACY POLICY

Actuant Corp., d/b/a Enerpac ("**Enerpac**", "**we**" or "**us**") operates and hosts the website www.enerpaconline.com and other related sites (collectively, the "Sites") in the United States and subject to its jurisdiction. Access to www.enerpac.com is available to the public; however, access to www.enerpaconline.com and other related sites may be restricted to authorized users only.

I. ACCEPTANCE OF PRIVACY POLICY

This is our online privacy policy ("**Web Privacy Policy**"), which applies to each of the Sites. We want you, the user of our Sites (the "User" or "you"), to understand what data we collect from you when you visit our Sites; how we use such data; and whether and to whom we share such data with others. Please read this Web Privacy Policy carefully. By accessing any of the Sites, you acknowledge that you have read and understood this Web Privacy Policy (as amended from time to time) and agree to be legally bound by it. This Web Privacy Policy applies only to activities we engage in on the Sites and does not apply to activities that are "offline" or unrelated to the Sites, including activities occurring in-person, via telephone, mail or other traditional means.

II. TYPES OF INFORMATION COLLECTED

1. Non-Personal Information

We collect certain anonymous data regarding the usage of the Sites. This information does not personally identify users, by itself or in combination with other information. We gather it to improve the performance of the Sites. The anonymous data we collect can include information such as the type of browser you are using, IP address, and the length of your visit to the Sites.

Use of Cookies to Collect Non-Personal Information

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 Sites. The information we gather includes 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. **We do not use cookies to obtain any personally identifiable information.** Most web browsers automatically accept cookies, but you can usually change your browser to prevent this. If you disable cookies, you may be unable to order or use other features of our sites.

2. Personally Identifiable Information

We may ask you to provide personally identifiable information on the Sites, such as your name, address, telephone number, fax number, company name, or e-mail address. This information may be gathered when you send us feedback or an e-mail, when you register for certain services, when we set cookies, or directly in response to inquiries through the Sites. In all such cases you choose whether to provide us with the personally identifiable information, but certain portions of the Sites may not be available to you if you choose not to provide the requested information.

Transactional Information

In connection with the online order functionality available on www.enerpacoline.com, we will collect certain personally identifiable information, which may include your name, telephone number, fax number and e-mail address, as well as information about your company, if applicable, such as, company name and company address, and other information specific to your order, such as the products and quantities ordered and shipping address, (collectively, “**Transactional Information**”). If you choose not to provide this information, which is necessary to process your purchase orders, you will not be able to use the online order functionality.

3. Information NOT Collected

A. No Personal Information from Children

We do not knowingly collect personal information from children under the age of 13. Children are not permitted to use the Sites, and we request that children under the age of 13 not submit any personal information to the websites. Since information regarding children under the age of 13 is not collected, Enerpac does not knowingly distribute personal information regarding children under the age of 13.

B. Other Information Not Collected

Your use of the Sites does not require you to disclose, nor require us to request or collect, any credit card or other financial information, or any personally identifiable information, other than as specifically described above. We do not request, solicit or intend to collect any such information and you should not disclose, enter or upload any such information on any of the Sites. If we discover that such information was

disclosed by you, we will exercise commercially reasonable efforts to delete such information; however, we are not liable for any consequences relating to such disclosures of information.

III. OUR USE AND DISCLOSURE OF YOUR INFORMATION

1. Non-Personal Information

We use the non-personal information collected through the Sites for statistical purposes and for improving the functionality of the Sites. We may engage a third party's software or services to assist us with these analyses. In some cases, disclosure of this information to a third-party is necessary; however, the data remains anonymous at all times.

2. Personally Identifiable Information

We use the personally identifiable information collected through the Sites for purposes of personalizing your user experience and communicating with you in response to user-generated requests for information. In response to such requests, we may send you various materials including:

- Product catalogs
- Free electronic newsletters;
- Promotional e-mails regarding our products and/or services; and
- Other materials.

By requesting information through any of our Sites, you will “opt-in” to receiving materials (i.e., catalogs, newsletters, promotional e-mails or other materials). An “unsubscribe” link will be included in all electronic marketing communications sent on behalf of Enerpac. If, at any time, you no longer wish to receive such materials, please follow the specific instructions included within that provision.

The personally identifiable information collected may be shared with affiliates of Enerpac. Such affiliates agree to protect the privacy and security of your information. Also, communications to you from our affiliates will include a similar “unsubscribe” link, enabling you to remove yourself from such communications in the future.

Disclosure of personally identifiable information to third parties for other, non-marketing purposes may occur in certain situations such as:

- Responding to a subpoena, court order or other such request;
- Responding to a law enforcement agency's request or as otherwise required by law; and

- Providing 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.

3. Transactional Information

We use the Transactional Information collected through the online order functionality of www.enerpaonline.com to process and fulfill your purchase orders. Certain information, such as company name and shipping address, will need to be provided to third party logistics partners to facilitate product delivery. Transactional Information will also be used for accounting purposes and generating customer invoices.

We do not provide Transactional Information to any third party for their own marketing purposes. Disclosure of Transactional Information to third parties for other, non-marketing purposes may occur in certain situations such as:

- Responding to a subpoena, court order or other such request;
- Responding to a law enforcement agency's request or as otherwise required by law; and
- Providing 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.

IV. NO SALE OF PERSONALLY IDENTIFIABLE INFORMATION

We do not sell, trade or rent to third parties any personal identifiable information or Transactional Information collected through the Sites.

V. SECURITY

Enerpac takes commercially reasonable measures to protect the privacy of your personally identifiable information and the security of our Sites. However, we cannot guarantee the privacy or security of any information that is transmitted over the internet.

VI. THIRD PARTY WEBSITES

For your convenience, our Sites may contain links to other websites owned and operated by third parties. The information practices of those websites are not covered by this Web Privacy Policy, nor are we responsible for any third party's privacy policies or practices. If you provide any information to such third parties, be aware that different rules regarding the collection and use of your personal information will apply.

We strongly suggest you review such third party's privacy policies before providing any data to them.

VII. CORRECTIONS AND UPDATES

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

VIII. MODIFICATIONS TO 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 Web Privacy Policy on our Sites. Such modifications will become effective on the day they are posted. We encourage you to frequently review the Web Privacy Policy for any modifications as you will be deemed to have accepted them by accessing any of our Sites.

IX. QUESTIONS AND COMMENTS

If you have any questions or comments regarding this Web Privacy Policy, please contact us directly at enerpaonline@enerpac.com.

Effective: February 2011