



## PRIVACY POLICY

Please read our Privacy Policy carefully to be sure you understand how we collect and use information and under what circumstances we share information about you.

### WE CAN MODIFY THIS PRIVACY POLICY

We reserve the right, in our sole discretion, to modify, add or delete provisions of this Privacy Policy at any time and from time to time, and we will post a notice and the effective date of any change on our Website. If you have given us your email address to use or we have some other means of contacting you, we may also do so in any or all of those ways, but our posting is the only official and required notice you will receive. Your use of our Website after the effective date of any such modification, means you accept and agree to be bound by the Privacy Policy, as modified. We urge you to come back to this web page and review this Privacy Policy regularly so that you remain aware of the terms and conditions that apply to you.

### COLLECTING PERSONAL INFORMATION

"Personal Information" means any information obtained through your use of our Website which might reasonably be used to specifically identify you and may include your name, title, company, address, email and phone number, among other things.

We do not sell or rent your Personal Information to others. If necessary, our Website may collect payment and payment instrument information from you for the purpose of billing you for products and services you purchase through our Website. Bear in mind, as noted in the section below entitled Advertisers, Sponsors and Links to Others, if you leave our Website whether by clicking or selecting an advertisement, re-directing your browser or otherwise, their terms and conditions, privacy and other policies and practices will apply, not ours. We do not retain the information obtained in this manner for longer than necessary to transmit and confirm the email and we do not use it for any other purpose.

### COLLECTING NON-PERSONAL INFORMATION

When you use our Website, we often use third party operational service providers (see Disclosure To Third Parties below) and technology that can recognize, collect and transmit information that is associated with you or your computer and browser, but which does not personally identify you. Although the term "cookie" commonly is used to refer to a small text file stored on a computer that keeps track of your visits to web sites and/or can contain log-in information so you don't have to re-enter information each time you visit, we will use the term "cookie" to refer generically to any technology that can recognize, collect or transmit information about your visits to our Websites. "Cookie" information typically includes such data as the Internet or web domain that referred you, the type of operating system and browser you are using, the date and time of your visit, information relating to activities on our Websites (e.g., 'clickstream' data) and other technical attributes of your visits to our Website. No personally identifiable information is collected by this process and we use the information collected through cookies to analyze trends, administer our Websites, track movements on our Website and gather aggregate demographic information



about visitors so we can continually improve our Website and the campaigns we administer for our clients.

Cookies store information that allows our Websites to recognize a users' computer or access device each time it is used to visit our Websites and cookies can keep count of how often you return to our Websites. Cookies can also track how you use our Websites, your preferences for features and functions and can store information such as your log-in information, so you don't have to re-enter them each time you return to our Websites. We do not use cookies to retrieve information from your computer for purposes that are unrelated to our Website advertising campaigns or your interaction with our Websites.

You may stop or restrict cookies on your computer or purge them from your browser by adjusting your web browser preferences and you should consult the operating instructions that apply to your browser for instructions should you wish to do so and in general to determine how best to configure your browser settings to meet your requirements. Note that if you 'turn off,' purge or disable cookies, although you may still use our Websites, you may not be able to use all of the features, functions or services available on our Websites.

#### HOW WE USE YOUR INFORMATION

We will only use information we collect or obtain when you use our Websites as described in this Privacy Policy, for our internal research purposes, to enhance the effectiveness of our advertising campaigns. If, at any time in the future, we decide we are going to use your Personal Information in a way that differs from our then current Privacy Policy, we will give you notice as described in the section above entitled We Can Modify This Privacy Policy, at least 30 days' in advance notice. We will provide you the opportunity to decline consent ("opt-out") of such differing uses.

#### ADVERTISERS, CO-SPONSORS AND LINKS TO OTHERS

Our Websites may contain or display information from sponsors, co-sponsors, advertisers, operational service providers or others that offer to make information, products and services available, provide opportunities to participate in promotions or engage in activities or that link or redirect your browser to other websites, web pages, materials or organizations. We may also use third parties for the purpose of administering, operating, configuring our Websites, maintaining and providing internal support for our Websites and Content on our Websites, to display and serve advertising on our Websites, for distributing our online, email, messaged or web-based newsletters and other information to implement, conduct and steward advertising campaigns for our clients. We will refer to these third parties as our "operational service providers." Even if we have a relationship with a third party you may encounter or see on our Websites, the advertising, links or references to third parties or any of their websites, including any cookies or other technology they may use, are not under our control and they have their own terms, conditions, policies and practices that apply to you in connection with their websites, including those concerning collection, use and disclosure of your information (including Personal Information).

We encourage you to be aware when you leave our Website or take advantage of advertised offers, links or other references, many of which may direct you or your Internet browser to websites or web pages of



another party. You should read their privacy statements and the terms and conditions that apply, because we are not responsible for any of the terms or conditions, privacy practices, the content, functions, features, activities or transactions you may engage in when you are not using our Website.

## DISCLOSURE TO THIRD PARTIES

We always have the right to disclose your Personal Information to our operational service providers that we engage to assist us in connection with our Websites, clients websites or other services we provide. We always request that our operational service providers protect your privacy and not disclose your Personal Information to third party marketers that are not associated with our Websites, nor are they permitted to use your Personal Information for their own marketing or promotional purposes.

If we use an operational service provider to serve advertising when you visit our Websites, they, in connection with our Websites, may use information about your visit to our Websites in order to serve advertisements about products and services that may be of interest to you. In the course of serving advertisements to our Websites, our operational service provider may use cookies.

We currently use an operational service provider to measure our Websites traffic and they may also use information (but not Personal Information) about your use of our Websites to help us improve our Websites..

We also reserve the right to make your Personal Information available:

- When compelled by a governmental agency, law, regulation, a court or other legal process;
- If we believe you are, have or may violate any law, regulation;
- If we believe you are or may be a threat to safety, security, property, interests or rights of us or anyone else;
- In order to investigate, respond to or resolve problems or inquiries or protect, enforce or defend our rights, assets and/or interests;
- In a merger, acquisition, change of control, joint venture or other business combination.

## SECURITY

As you may appreciate, the Internet is a public network of computers and other devices and we cannot guarantee that communications between you and Digital Focus or our advertisers to, through or from our company will be free from unauthorized access or interference by third parties such as hackers. By using our Websites, you are agreeing to assume this risk and any and all responsibility and liability that may arise. That said, the security of your Personal Information and Non-Personal Information is important to us and when possible we attempt to provide secure transmission and storage of such. We have also put in



place reasonable physical, electronic and operational procedures to safeguard information and we limit access to only those employees who need access in order to perform their duties.

## CONTACT US

For questions or concerns relating to privacy, we can be contacted at: [privacy@digital-focus.net](mailto:privacy@digital-focus.net) or 212-633-7788 or by mail, proper postage prepaid, at Digital Focus 360, LLC 42 West 38<sup>th</sup> Street, 7<sup>th</sup> Floor, New York, NY 10018 - Attention: Privacy Administrator.