

## Privacy Policy

Written by

Wednesday, 12 May 2010 13:07 - Last Updated Monday, 17 May 2010 10:41

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### Customer Privacy Statement

Universal Media takes your privacy seriously. Please read the following to learn more about our customer privacy policy.

#### What This Privacy Policy Covers

This policy covers how Universal Media treats personal information that Universal Media collects and receives, including information related to your past use of Universal Media products and services. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available.

This policy does not apply to the practices of companies that Universal Media does not own or control, or to people that Universal Media does not employ or manage.

#### Information Collection and Use

Universal Media collects personal information when you register with Universal Media, when you use Universal Media products or services, when you visit Universal Media pages or the pages of certain Universal Media partners, and when you enter promotions or sweepstakes. Universal Media may combine information about you that we have with information we obtain from business partners or other companies. When you register we ask for information such as your name, email address, address, zip code, state, country, phone, and fax. Once you register with Universal Media and sign in to our services, you are not anonymous to us. Universal Media collects information about your transactions with us and with some of our business partners, including information about your use of products and services that we offer.

Universal Media automatically receives and records information on our server logs from your browser, including your IP address, Universal Media cookie information, and the page you request. Universal Media uses information for the following general purposes: to customize the advertising and content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide anonymous reporting for internal and external clients.

Information Sharing and Disclosure Universal Media does not rent, sell, or share personal

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information about you with other people or nonaffiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances: We provide the information to trusted partners who work on behalf of or with Universal Media under confidentiality agreements. These companies may use your personal information to help Universal Media communicate with you about offers from Universal Media and our marketing partners. However, these companies do not have any independent right to share this information. We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims; We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Universal Media's terms of use, or as otherwise required by law. We transfer information about you if Universal Media is acquired by or merged with another company. In this event, Universal Media will notify you before information about you is transferred and becomes subject to a different privacy policy. Universal Media does not provide any personal information to the advertiser when you interact with or view a targeted ad. However, by interacting with or viewing an ad you are consenting to the possibility that the advertiser will make the assumption that you meet the targeting criteria used to display the ad. Universal Media advertisers include financial service providers (such as banks, insurance agents, stock brokers and mortgage lenders) and non-financial companies (such as stores, airlines, and software companies). Universal Media does reserve the right at our discretion only to publicly list companies that are subscribers to our service in the form of company name and state/province, country.

## Cookies

Universal Media may set and access Universal Media cookies on your computer. Universal Media lets other companies that show advertisements on some of our pages set and access their cookies on your computer. Other companies' use of their cookies is subject to their own privacy policies, not this one. Advertisers or other companies do not have access to Universal Media's cookies. Universal Media may use web beacons to access Universal Media cookies inside and outside our network of web sites and in connection with Universal Media products and services. Your Ability to Edit and Delete Your Account Information and Preferences You can edit your Universal Media Account Information, including your marketing preferences, at any time. New categories of marketing communications may be added to the Marketing Preferences page from time to time. Users who visit this page can opt out of receiving future marketing communications from these new categories or they can unsubscribe by following instructions contained in the messages they receive. We reserve the right to send you certain communications relating to the Universal Media service, such as service announcements, administrative messages and the Universal Media Newsletter, that are considered part of your Universal Media account, without offering you the opportunity to opt-out of receiving them. Confidentiality and Security We limit access to personal information about you to employees who we believe reasonably need to come into contact with that information to provide products

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or services to you or in order to do their jobs. We have physical, electronic, and procedural safeguards that comply with federal regulations to protect personal information about you. Your Universal Media Account Information is password-protected. In certain areas Universal Media uses industry-standard SSL-encryption to protect data transmissions. Obtaining Universal Media subscriber information by electronic or other means is strictly prohibited. Usage of such private information, including email, phone, address or other contact information is strictly prohibited and violators will be prosecuted to the fullest extent of the law. Changes to this Privacy Policy Universal Media may update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your Universal Media account or by placing a prominent notice on our site. Questions and Suggestions If you have questions or suggestions, please contact us.