

DARTFISH PRIVACY POLICY

OUR COMMITMENT TO PRIVACY

Our Privacy Policy was developed as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our clients and partners. The Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site and our products and services. This statement will be continuously assessed against new technologies, business practices and our customers' needs.

If our information practices change in the future, we will let you know by posting the policy changes on the Site or by communicating directly with you. We will notify you of any such change before we use your information in a manner not previously disclosed in our privacy policy. You will have the opportunity at that time to opt out of any new use of your information.

What Information Do We Collect?

When you visit our web site (the "Site") you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and web site use information collected on an aggregate basis as you and others browse the Site.

Personal Information You Choose to Provide.

Credit Card Information. If you choose to purchase products or services from us or our partners, you may need to give personal information and authorization to obtain information from various credit services. For example, you may need to provide the following information:

- Name
- Mailing address
- e-mail address
- Credit card number
- Home and business phone number
- Other personal information (i.e., mother's maiden name)

E-mail Information. In addition to providing the foregoing information to our partners, if you choose to correspond further with us through e-mail, we may retain the content of your e-mail messages together with your e-mail address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

Personal Information. We collect personal information (such as your name, email address, mailing address, and phone and credit card numbers) that you provide when you place an order, save your information with us, or participate in a contest, promotion or survey. We also maintain a record of your product interests and your purchases. We may acquire customer names, email addresses, and mailing addresses for select mailings from third parties. Through our registration and collection

process there is a lot of information that is asked, such as, but not limited to, gender, age group, measurements, which are used to provide our services to your needs.

Confidentiality. We will keep your information strictly confidential, unless you share it through affiliation with an institution (e.g., a company, university, school, manufacturer, etc.) or when you invite guests to see your data.

Web Site Use Information.

Similar to other commercial web sites, the Site utilizes a standard technology called “cookies” (see explanation below, “What Are Cookies?”) and web-server logs to collect information about how the Site is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at the Site, and the web sites visited just before and just after the Site. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

We will use your data and information entered to create anonymous statistics.

We gather statistical data on visits made to the various pages of our site. We monitor how our servers perform to ensure that users can always enjoy visiting our site. We also gather statistical data from the various Dartfish enabled Web sites in order to charge our affiliates for the use of our software. We do not share your personal information with the affiliates. We send summaries of statistical data to each Dartfish affiliates on a regular basis in order to help them to manage their own sites. We may also use these combined statistics for research purposes, and to develop better services for our users and affiliates in the future.

How Do We Use the Information That You Provide to Us?

Broadly speaking, we use personal information for purposes of administering our business activities, providing customer service, and making available other products and services to our customers and prospective customers. Occasionally, we may also use the information we collect to notify you about important changes to the Site, new services and special offers that we think you will find valuable. The lists used to send you product and service offers are developed and managed under our traditional corporate standards designed to safeguard the security and privacy of our customers’ personal information. As a customer, you will be given the opportunity, at least once annually, to notify us of your desire not to receive these offers.

When you make an online purchase from Dartfish, we use your information to process your order. We will also send you emails to confirm your order, and we may need to contact you via phone, postal mail or email if we have other questions regarding your order. In addition, you will be automatically signed up to receive email updates about our products, services, contests, and promotions.

When you save your information with Dartfish, you will also be automatically signed up to receive email updates. If you participate in a contest or promotion, you may choose to receive email updates about our products, services, contests, and promotions.

If at any time you would like us to remove you from our email or postal mailing lists, feel free to contact Dartfish customer service via email

What Are Cookies?

Cookies are a feature of web-browser software that allows web servers to recognize the computer used to access a web site. They are small pieces of data that are stored by a user's web browser on the user's hard drive. Cookies can remember what information a user accesses on one web page to simplify subsequent interactions with that web site by the same user or to use the information to streamline the user's transactions on related web pages. This makes it easier for a user to move from web page to web page and to complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.

How Do We Use Information We Collect from Cookies?

We use web-site browser software tools such as cookies and web server logs to gather information about the Site users' browsing activities in order to constantly improve the Site and better serve our customers. This information assists us to design and arrange our web pages in the most user-friendly manner and to continually improve the Site to better meet the needs of our customers and prospective customers.

Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by users to the Site as they move from one page to another. web server logs allow us to count how many people visit the Site and evaluate the Site's visitor capacity. We do not use these technologies to capture your individual e-mail address or any personally identifying information about you although they do permit us to send focused online banner advertisements or other such responses to you.

Sharing Information with Affiliates. From time to time you may notice offers from outside companies advertised on the Site. We take measures to select product or service providers that are responsible and afford privacy protections to their customers. However, we cannot make any representations about the practices and policies of these companies.

Sharing Information with Strategic Partners. We may enter into strategic marketing alliances or partnerships with third parties who may be given access to personal information including your name, address, telephone number and e-mail for the purpose of providing you information regarding products and services that we think will be of interest to you. In connection with strategic marketing alliances or partnerships, we will retain all ownership rights to the information, and we will not share information regarding your social security number or other personal financial data.

Notice of New Services and Changes. Occasionally, we may also use the information we collect to notify you about important changes to the Site, new services and special offers we think you will find valuable. As our client, you will be given the opportunity to notify us of your desire not to receive these offers by clicking on a response box when you receive such an offer or by sending us an e-mail request at _____.

How Do We Secure Information Transmissions?

When you send confidential personal credit card information to us on the Site, a secure server software which we have licensed encrypts all information you input before it is sent to us. The information is scrambled en route and decoded once it reaches the Site.

Other e-mail that you may send to us may not be secure unless we advise you that security measures will be in place prior to your transmitting the information. For that reason, we ask that you do not send confidential information such as Social Security or account numbers to us through an unsecured e-mail.

How Do We Protect Your Information?

Information Security. We utilize encryption/security software to safeguard the confidentiality of personal information we collect from unauthorized access or disclosure and accidental loss, alteration or destruction.

Evaluation of Information Protection Practices. Periodically, our operations and business practices are reviewed for compliance with corporate policies and procedures governing the security, confidentiality and quality of our information.

Employee Access, Training and Expectations. Our corporate values, ethical standards, policies and practices are committed to the protection of customer information. In general, our business practices limit employee access to confidential information, and limit the use and disclosure of such information to authorized persons, processes and transactions.

How Can You Access and Correct Your Information?

At any time, you can edit your profile and delete any information you want. To accomplish this, simply go under “profile” and select the update function. If at any time you would like for us to remove you from our email or postal mailing lists, or if you do not want us to use your information to enhance your shopping experience, feel free to contact Dartfish customer service via email to: _____.

Do We Disclose Information to Outside Parties?

We will only share your personal information with our affiliates when your explicit consent is given by the use of the service. You might want to review each affiliate’s privacy policies before using our services.

Since the Dartfish concept is based on sharing data to facilitate the buying process or for you to inform family, friends, or associates, some data will obviously be shared.

Moreover, we may provide aggregate information about our customers, sales, web site traffic patterns and related web site information to our affiliates or reputable third parties, but this information will not include personally identifying data, except as otherwise provided in this Privacy Policy.

We contract with third parties to assist us in maintaining and managing our customer information to fulfill promotions and to communicate with our customers. We do not authorize any of those third parties to make any other use of your information.

In addition, when we team up with another company to offer or provide products, services, contests or promotions, we and the other company may cross-reference our customer databases to identify common customers. We and the other company may use that existing information to identify future promotional opportunities and to fulfill promotional or contractual obligations.

When we offer contests and promotions, or join with other companies to do so, customers who choose to participate in those contests and promotions may be asked to provide personal information to participate. That information may then be used by us and any company offering the contest or promotion to notify winners or to fulfill promotional obligations.

If prior to participating in a contest or promotion, you opted not to receive information from us, you may still receive information from or about Dartfish in connection with the contest or promotion if you choose to participate in it. You may opt not to participate in these contests or promotions if you do not want to receive information about Dartfish or share your information with us and the other companies sponsoring those contests or promotions.

What About Legally Compelled Disclosure of Information?

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights.

What About the Children's Online Privacy Protection?

Like you, we at Dartfish are concerned about the safety of children when they use the Internet. We will never knowingly request personally identifiable information from anyone under the age of 13 without prior verifiable parental or legal guardian consent.

If we become aware that a subscriber is under the age of 13 and has signed up without prior verifiable parental consent, we will remove his or her personally identifiable information from our files.

When a school signs up for a group account on Dartfish and creates accounts for each student, the school is responsible for creating and monitoring those student accounts. Schools may choose to

list students' full names in the record for each user. Entering data in the "Full Name" field is optional and is for the school's use only. Use of Dartfish implies that your school is acting as a proxy for parental consent and agrees to the advertising, data collection, and terms of service of the Dartfish web site.

What About Other Web Sites Linked to Our Web Site?

We are not responsible for the practices employed by web sites linked to or from the Site nor the information or content contained therein. Often links to other web sites are provided solely as pointers to information on topics that may be useful to the users of the Site.

Please remember that when you use a link to go from the Site to another web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other web site, including web sites which have a link to the Site, is subject to that web site's own rules and policies. Please read over those rules and policies before proceeding.

YOUR CONSENT

By using the Site you consent to our collection and use of your personal information as described in this Privacy Policy. If we change our privacy policies and procedures, we will post those changes on the Site to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it.