THE NOTICE NETWORKS, LLC | PRIVACY POLICY

Last Modified And Effective Date: January 28, 2015

1. Introduction

The Notice Networks, LLC (the "**Company**", "**we**", "**our**" or "**us**") respects your privacy and is committed to protecting it through its compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website WWW.THEANDERSONLIST.COM (the "**Website**" or "**Site**") and our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by the Company or any third party, including our affiliates.
- Any third party, including our affiliates, through any application or content (including social media networks and advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, immediately discontinue your use of our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. All changes are effective immediately upon us placing a conspicuous notification concerning the update on the Website's home page, and apply to your access to and use of the Website thereafter, so please check the policy regularly for updates. Your continued use of this Website after we make any changes to the policy and provide the aforementioned notice is deemed to be acceptance of those changes.

2. Children Under the Age of 13

Our Website is not intended for children under 13 years of age. Individuals under 13 years of age are prohibited from submitting any information to or on the Website. We do not knowingly collect personal information from children under 13 years of age, and If you are under 13 years of age, do not access, use or provide any information to or on this Website, including, but not limited to, your email address. If we learn that the Company has collected or received personal information from a child under 13 years of age, we will immediately delete and expunge that information from our Website, servers, databases, and any of our computer hardware or software. If you believe we might have any information from or about a child under 13 years of age, please contact us at **info@thenoticenetworks.com**.

3. Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, email address, telephone number or postal address ("**Personal Information**").
- That is about you but individually does not identify you, such as your personal preferences concerning products and/or services.
- About your Internet connection, the equipment/device, browser and operating system you use to access our Website, and details concerning your Website usage and the rate in which you engage our email newsletter and the content and links contained therein.

We collect this information:

- Directly from you when you voluntarily provide it to us.
- Automatically as you navigate through the Site and/or open our email newsletter or click-through any of the links or content contained therein. Information collected automatically may include usage details, engagement statistics, IP addresses and information collected through first-party analytics cookies, web beacons and custom URL query strings.

A. Information You Provide to Us

The information we collect on or through our Website may include:

- Your personal email address that you provide by subscribing to our email newsletter on our Website.
- Any Personal Information (including name, mailing address and telephone number) you voluntarily provide us in agreeing to receive complimentary marketing collateral and products ("**Promotional Gifts**") associated with, but not limited to, the Company, or its sponsors or advertisers.
- Your responses to surveys that we might ask you to complete for research and marketing purposes.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.

B. Information We Collect Through Automatic Data Collection Technologies

As you access and interact with our Website and/or email newsletter, we may use automatic data collection technologies to collect certain information about your equipment and devices, browser, operating system, browsing actions and patterns, and rate of engagement with certain content, including:

- Details concerning your visits to our Website, including data corresponding to general web traffic, page views, location, sessions, session duration, and the content that you access and use on the Website.
- Information about your computer, mobile device or tablet, and Internet connection, including your IP address, operating system and browser type.
- If applicable, details concerning the rate in which you engage our email newsletter, including how often you open such emails (open-rate) and engage the content and links contained therein (click-though rate).

With the exclusion of your IP address, the information and data we automatically collect is primarily used for statistical purposes and does not include personal information. We may,

however, associate such information and data with the additional personal information you voluntarily provide us to improve our Website and deliver an improved, more personalized experience.

The technologies we use for this automatic data collection may include:

- **Cookies** (or browser cookies). A cookie is a small file placed on the hard drive of your computer that, for instance, stores anonymous information such as whether the visitor has been to the Website before. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, it may alter your user experience. Unless you have adjusted your browser setting so that it will refuse cookies, our system will automatically issue first-party analytics cookies when you direct your browser to our Website.
- **Web Beacons**. Pages of the Website and our email newsletter may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company to unobtrusively and invisibly determine whether an end-user has accessed content. For example, web beacons may determine how many users have visited the Website's pages or opened an e-mail newsletter, and collect other related website analytics data.
- **URL Query Strings**. A query string is a collection of characters appended to the end of a URL through which custom parameters can be assigned to it. The parameters may identify whether the URL is associated with a particular *campaign* (i.e., a specific promotion), *source* (i.e., a specific source of website traffic), *medium* (i.e., the medium from which the source originates, such as an email or a website ad), or form of *content* (i.e., a granular description of the medium). You may access Content and links on or through the Website or in the email newsletter that contain custom URL query strings from which we track engagement data, such as the click-through rate.

4. Third-Party Use of URL Query Strings

Third parties, including, without limitation, advertisers, sponsors and Contributors, may serve certain content or links on the Website or in the email newsletter. These third parties may use URL query strings to collect information about you when you click on such content or links. The information they collect is limited to analytics data, such as the traffic derived from the Website or the email newsletter that is associated with a custom URL query string.

We neither control the manner in which these third parties track you or collect your information once you exit our Website nor are we responsible or liable for how they use your information. If you have any questions about an advertisement or any other third-party targeted content or link, you should contact the responsible provider directly. You should additionally read the terms and conditions and privacy policy of any third-party website or platform that you visit as a result of you clicking on third-party content or links accessed on or through our Website or email newsletter.

5. How We Use Your Information

We use information that we collect about you or that you voluntarily provide to us, including any personal information:

- To present our Website and its contents to you.

- To provide you with information, products or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To provide you our own and third-party marketing collateral via our subscription-based email newsletter.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to send you and/or contact you about our own and third parties' products, services or Promotional Gifts that you opted to receive as a participant in Contributor Network. If at any time you do not want us to use your information in such a manner, please email us at **info@thenoticenetworks.com** to alter or discontinue your participation as a Contributor to the Site.

6. Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, including, without limitation, details concerning general web traffic and analytics, data concerning the email subscribers' open and click-through rates, and data concerning users' engagement with third-party content and links, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our employees, subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of The Notice Networks, LLC assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by The Notice Networks, LLC about our Website users is among the assets transferred.
- To third parties to market and send their products, goods, services or Promotional Gifts to you if you have consented to and not opted out of these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use http://www.theandersonlist.com/TermsOfUse.pdf.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers or others.

7. Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies**. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, it may alter your user experience.
- **Disclosure of Your Information for Third-Party Advertising**. If you do not want us to share your personal information with third-party advertisers or sponsors for promotional purposes, you can opt-out by unsubscribing from our email newsletter by following the instructions outlined in the body of any email you receive from us, or if you're a participant in the Contributor Network, by emailing us at **info@thenoticenetworks.com** to alter or discontinue your participation as a Contributor to the Site.
- **Promotional Offers from the Company**. If you do not wish to have your personal information used by the Company to promote our own or third parties' products, services or Promotional Gifts, you can opt-out by unsubscribing from our email newsletter by following the instructions outlined in the body of any email you receive from us, or if you're a participant in the Contributor Network, by emailing us at **info@thenoticenetworks.com** to alter or discontinue your participation as a Contributor to the Site.

You may also send us an email at **info@thenoticenetworks.com** to pose a question or concern, or to request access to, correct or delete any personal information that you have provided us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for any breach or circumvention of our security measures that have been put in place to secure the privacy of your information.