

# Privacy Policy

## PRIVACY POLICY

LAST UPDATED: August 18, 2008

We care about your privacy. We will not sell your name or email address to any third party advertisers without your permission.

## CHILDREN'S PRIVACY

Children should always get permission from their parents before sending any information about themselves (such as their names, email addresses, and phone numbers) over the Internet, to us or to anyone else. We won't knowingly allow anyone under 13 to register with our site or to provide any other personally identifying information. If you're under 13, please do not provide us with any personally identifying information about yourself (such as your name, your email address or your phone number).

## TYPES OF INFORMATION WE COLLECT

The information we gather falls into two categories: (1) information (for example, your name and address) that you voluntarily supply when you register or contribute to the site, and (2) information gathered on usage patterns and preferences as visitors navigate through our sites. use our services or read our email newsletters.

**Registration Information.** To make use of certain features on our site (such post a classified ad) visitors need to register and to provide certain information as part of the registration process. The information you supply will help us to offer you more personalized features, to tailor our site to your interests and make them more useful to you, and to process e-commerce transactions.

The more you tell us about yourself, the more value we can offer you. Supplying such information is entirely voluntary. But if you don't supply the information we need, we may be unable to provide you with services we make available to other visitors to our site. And we can't send you email alerting you to a new service we're offering, or local information that may interest you if you don't tell us what you're interested in and give us your email address.

**Contests and Other Promotions.** From time to time, we may offer contests, sweepstakes or other promotions on our site. If you enter one of these promotions, you'll have to provide information about yourself (such as your name, address, telephone number and email address) so that we can contact you if you win. We may share this information with any co-sponsor of the promotion (we will identify any co-sponsor in the official rules for the promotion). If you don't want us to collect the information requested in the registration form or to provide it to any contest co-sponsors, please do not enter the contest or sweepstakes.

**Email Newsletters.** We may also offer you the opportunity to subscribe to email newsletters on topics that we believe are of interest to our visitors. If you have opted to receive a particular newsletter, you may always unsubscribe later if you decide not to receive further mailings of the newsletter from us. See "Opting Out" below.

**Cookies.** To help make our sites more responsive to the needs of our visitors, we use a standard feature of browser software, called a "cookie," to assign each visitor a unique, random number, a sort of user ID, if you will, that resides on

your computer. The cookie doesn't actually identify the visitor, just the computer that a visitor uses to access our site. Unless you voluntarily identify yourself (through registration, for example), we won't know who you are, even if we assign a cookie to your computer. The only personal information a cookie can contain is information you supply. A cookie can't read unrelated data off your hard drive. Our advertisers and the third parties that provide products or services through our site may also assign their own cookies to your browser, a process that we don't control.

We use cookies to help us tailor our site to your needs, to deliver a better, more personalized service. For example, we use cookies to avoid showing you the same ad, repeatedly, during a single visit. In addition, we may use cookies to track the pages on our site visited by our users. We can build a better site if we know which pages our users are visiting and how often. Of course, you can set your browser not to accept cookies, but if you do, you may not be able to take advantage of the personalized features enjoyed by other visitors to our site.

**Other Methods of Collecting Information.** Our web pages may contain electronic images (called "single-pixel GIFs" or "web beacons") that allow us and our vendors to count users who have visited particular pages or to access certain cookies. We may use these tools and other technologies to recognize which pages users visit, and which links they click on. These features may also be included in our email newsletters so that we can learn which messages have been opened and acted upon. We may also be able to verify your online purchases from us or from third party sites that have agreed to share such information with us.

**Browser Level Information and IP Addresses.** Our web servers automatically collect limited information about your computer configuration when you visit our site, including the type of browser software you use, the operating system you're running, the resolution of your computer monitor, the website that referred you, and your IP address. (Your IP address is a numerical address that is used by computers connected to the Internet to identify your computer so that data (such as the web pages you want to view) can be transmitted to you. We also use IP address information for systems administration and trouble shooting purposes. Your IP address does not tell us who you are.) We use this information to deliver our web pages to you upon request, to tailor our site to the interests of our users, and to measure traffic within our site.

## DISCLOSURE OF INFORMATION

Without your permission, we will not share the personally-identifiable information you provide when registering on our site with advertisers. We will, however, take the information you provide and aggregate it with data from all the other people that use this site and associated services. Then we will use that pool of information to inform our advertisers about our audience without identifying you personally. For example, we'll be able to say to an advertiser: "We have 3,470 readers in this ZIP code," which happens to be your location.

**Statistical Information.** Much of the information we collect is in the form of aggregated statistics, such as the traffic that visits various pages within our sites, and the habits and preferences of our audience. Such aggregated information does not include any information that would identify you personally. We may use such aggregated information and disclose it to third parties as we see fit.

**Sites to Which We Link.** Of course, our site includes links to plenty of other websites, and provide access to products and services offered by third parties, whose privacy policies we don't control. When you access another site use of any information you provide is governed by the privacy policy of the operator of the site you're visiting or the provider of such products or services.

**Other Disclosures.** We may occasionally release information about our visitors when release is appropriate to comply with law, to enforce our Terms of Use, or to protect the rights, property or safety of visitors to our sites, the public, our customers, or our company and its employees, agents, partners and affiliates. As our business grows, we may buy or sell various assets. In the unlikely event that our company, or the bulk of our assets relating to this site, is acquired by another company, information on our visitors would be among the transferred assets.

## OPTING OUT

If you register with us, you agree that we may use your information to contact you for customer service, to inform you of

important changes or additions to our site or the services offered over our site and to send you administrative notices or any communications relevant to your use of our site. If you do not wish to receive these notices, please email us.

If you have subscribed to one of our email newsletters, you will always have the opportunity to unsubscribe from future mailings (for example, by clicking on an unsubscribe link in an email newsletter or by going back to our site).

#### STORAGE OF INFORMATION.

All information gathered on our site is stored within a database operated by us or by a contractor on our behalf. Sensitive information, such as your password is encrypted for storage. However, as effective as encryption technology is, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet.

#### CHANGES TO THIS PRIVACY POLICY

A final note: The Web is an evolving medium. If we need to change our privacy policy at some point in the future, we'll post the changes before they take effect.