

3BL MEDIA, LLC
PRIVACY POLICY

3BL Media, LLC (“3BL Media”) recognizes the importance of ensuring each customer, visitor, client and user’s privacy. This Privacy Policy applies to all of the services provided by 3BL Media, including, but not limited to, website services, content distribution, including, but not limited to Internet clips, press releases, blogs, webcasts, podcasts, tweets, and other electronic media (collectively referred to as the “Services”).

Information Collected

You may visit certain pages of the 3BL Media website without registration. We collect the information you or the company you represent provides to us:

- When you register, providing your name, name of company, user identification and password, and professional information.
- When you contact us with questions or comments.
- When a company authorizes you to manage its account or use our Services on its behalf.

We may use cookies to gather and record information about visits and to make logging on easier for you. A cookie is a small file of information which we place on your browser. That cookie then communicates with our servers on return visits and allows us to recognize your personal computer. We associate a cookie with information that identifies you only if you use the automatic recognition capabilities on restricted areas. We may use the resulting information in ways described below. Our log servers collect standard web information about visits and system capabilities as you access and use the web pages covered by this policy.

How We Utilize Information About You and/or Your Company

The manner in which we use information about you varies depending upon the capacity in which you visit our sites. For example, if you simply visit our pages for news and do not register, we may not know who you are and do not intend to collect information which identifies you. However, if you are using the subscription-only areas routinely to represent a client company, we may note and monitor how the Service is being utilized.

3BL Media requires registration for certain Services, and our website may contain order forms for other Services or online surveys. In order to provide our Services to you, we may ask you for contact information (such as name and email address), financial information (account or credit card numbers), and demographic information (including zip/postal code and age). We may use the information about you in any of the following ways:

- Provide our Services, including the display of customized content and advertising;

- Audit, research and analysis in order to maintain, protect and improve our Services;
- Ensure the proper technical functioning of our Services, network and delivery systems;
- Protect the rights or property of 3BL Media, clients and/or our users;
- Develop new Services;
- To provide information you request;
- To contact you directly about your use of an account or Service for which you are registered or to let you know about other offerings, from us or from third parties, that may be of interest to you;
- To create and manage reports for member companies, including both aggregate trends and the media organizations that are viewing their releases;
- To protect the integrity of our Services and secured areas of our website; and
- For any other purpose we tell you about.

We use financial information provided by you to bill you for Services where applicable. This information is used solely for the processing of the specific client purchase and is not used for any other purpose.

Disclosure to Third Parties

3BL Media may also disclose your personal information, the contents of your communications and/or your contact and financial information if required to do so by law, with your consent or without your consent if it believes in good faith that such action is necessary:

- To conform to the edicts of the law or comply with a legal process served on 3BL Media;
- To protect and defend the rights or property of 3BL Media or others; or
- To assist, under exigent circumstances, in the investigation of securities law violations or other investigations.

It is possible that as we continue to develop our business, 3BL Media might be acquired. In such a transaction, your information may be transferred to the acquiring entity.

Information security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data.

We restrict access to personal information to 3BL Media employees, contractors and agents who need to know that information in order to operate, develop or improve our Services.

Use by Minors Prohibited

3BL Media is not intended for and should not be used by anyone under the age of 18. 3BL Media complies with the Children's Online Privacy Protection Act and does not permit registration or use by anyone under the age of 13.

3BL MEDIA, LLC TERMS OF USE AGREEMENT

The provisions of the 3BL Media, LLC Terms of Use Agreement are incorporated into this Privacy Policy by reference with respect to all other legal matters not otherwise addressed in this Privacy Policy. You should read both this Privacy Policy and the Terms of Use Agreement prior to reviewing any portion of our website and/or utilizing our Services.

Amendments or Other Changes to Privacy Policy

3BL Media's Privacy Policy may be amended from time to time. If we make any substantive changes to our policies, we will notify you by sending email to the address provided by you, or by posting notice of changes to this website. Your use of the site after the changes constitutes your agreement with regard to information collected from you in the past and in the future.