

# Privacy statement

Audience Advantage respects your privacy

Audience Advantage is strongly committed to maintaining your privacy when you visit our sites. Some of the information kept on Audience Advantage web server is information that you volunteer to provide through forms and some is collected automatically. Unless you volunteer to submit personal data yourself, Audience Advantage will not collect any information from which individual visitors can be identified.

Information automatically collected and stored

Audience Advantage web server automatically collects non-personally-identifiable information. Typical information collected includes the domain name of your Internet access provider, the Internet protocol (IP) address used to connect the visitor's computer to the Internet, the visitor's browser type and version, operating system and platform, the average time spent on our site, pages viewed, information searched for, access times and other relevant statistics. Audience Advantage uses this information in the aggregate to measure the use of its sites and to administer and improve them. Some of Audience Advantage web sites may also deposit certain bits of information called "cookies" in a visitor's computer. Generally, a cookie assigns a unique number to the visitor that has no meaning outside the assigning site.

This technology does not collect an individual visitor's identifying information; rather, this information is also in an aggregate form. The purpose of this technology and the information it provides is again to help us improve Audience Advantage web sites. Most web browsers allow the user to deny or accept the cookie feature. However, please note that cookies may be necessary to provide you with certain features (e.g. customized delivery of information) available on Audience Advantage sites.

Further information about cookies can be found at <http://www.microsoft.com/info/cookies.htm>.

Personal information you choose to provide

In order to receive personalized services, you will be asked to provide personal information (e.g. name, address, telephone number, and e-mail address). No material consequences will result from your refusal to submit such information except that you may not obtain the functionality or receive information you requested. By submitting your personal data to us, you will be treated as having given your permission for the processing of your personal data as set out in this policy; we may need to give your personal data to our affiliate companies and/or third parties solely for the purposes of carrying out this processing. Audience Advantage will use personal information only for the purpose indicated to you when you provided it.

Audience Advantage will not disclose, sell, rent or exchange such personally identifiable information to any other organization or entity unless the user is first notified and expressly agrees to it, or as otherwise required by law. Audience Advantage reserves its right to amend this policy at any time. The privacy policy does not create any contractual or other legal right in or on behalf of any party. This site may contain links to other web sites. This privacy statement does not cover these sites, and Audience Advantage shall not be responsible for the privacy practices or the content of these other sites.

