

# Privacy Policy

## Our Commitment to Privacy

Thank you for visiting [www.stacyknows.com](http://www.stacyknows.com) (the "StacyKnows Site"). This site, which we call the "StacyKnows Site", forms an important part of StacyKnows - a multimedia suite for information content, e-commerce, and other services. We publish and distribute our content and provide our services through our web site, email, social media networks, broadcasts, and related communications channels - each of which we include in the term "StacyKnows".

Stacy Knows, LLC ("StacyKnows"), the company that owns and operates Stacy Knows, understands and takes seriously the importance of your privacy. Please read this statement of our Privacy Policy to learn about the types of information we may obtain from you when you visit the StacyKnows Site and subscribe for StacyKnows eMail, and how we may use this information. To make reading this Privacy Policy easier, we use the term "StacyKnows Site" to include the social media networks that are included in the StacyKnows Multimedia Internet Suite.

Each time you access the StacyKnows Site or open an email from StacyKnows eMail, you will be providing us with certain nonpersonal information. In addition, when you subscribe for StacyKnows eMail and at other times in connection with your participation in various StacyKnows events, we may request, and you may decline, to provide us with personal information about yourself. If you decline to provide us this personal information, we will not be able to provide you StacyKnows eMail or the opportunity to participate in StacyKnows events. As described in detail below, we use this nonpersonal and personal information in different ways.

In some cases, subject to your permission, we, our sponsors, our advertisers, and other third parties with which we have business or other relationships (our "other third-party relationships") may store on your computer very small amounts of information called "cookies". We use these cookies to collect nonpersonal information about how you use the StacyKnows Site, StacyKnows eMail, and the sites of our sponsors, advertisers, and other third-party relationships. Also, we and our sponsors, advertisers, and other third-party relationships may set forth in our respective web pages and emails to you hyperlinks called "beacons". These beacons provide us and them with nonpersonal information similar to that collected through the use of cookies.

From time to time, we may disclose nonpersonal information and, subject to your permission, personal information from you to our sponsors, advertisers, and other third-party relationships. The actual information that we obtain from you and how we use and disclose that information will depend on the various choices you make and in the settings in the web browser through which you access the StacyKnows Site.

We have provided a link to this statement of our Privacy Policy at the bottom of our homepage and each of the other pages within the StacyKnows Site. If you have any questions about our Privacy Policy or our site in general, please contact us at [info@StacyKnows.com](mailto:info@StacyKnows.com).

## **Binding Effect of This Statement of Our Privacy Policy**

This statement of our Privacy Policy, together with any changes that we make to it from time to time, governs our collection and use of information that you provide to us. By visiting, accessing, and using the StacyKnows Site, and/or by subscribing for StacyKnows eMail, you consent to and agree to be bound by the terms of this Privacy Policy and any such changes. This means that the activities described in this Privacy Policy as well as any dispute over your privacy on the StacyKnows Site and as a subscriber to StacyKnows eMail are governed by this Privacy Policy and our Terms of Use Agreement. From time to time, we may change our Privacy Policy, such as through amendments, revisions, or supplements. Whenever we make any such change, we will post the change to this statement of our Privacy Policy, and we will also post a notice of the change on our home page and other appropriate locations in the StacyKnows Site or through StacyKnows eMail. Any such change will be binding from and after the date of effectiveness set forth in the amendment, revision, or supplement. In addition, from time to time when more detailed information is needed to explain our privacy practices with respect to a particular feature or service on the StacyKnows Site or in StacyKnows eMail, we will post supplementary privacy notices to describe those practices.

## **The Types of Information We Collect**

Generally, when you visit, access, or use the StacyKnows Site, you will provide us nonpersonal information and, subject to your control, personal information. Nonpersonal information includes technical Internet tracking information that is automatically collected each time you visit, access, or navigate within the StacyKnows Site, while personal information includes information about you that you choose to provide us. If you subscribe for StacyKnows eMail, we may collect nonpersonal information about your opening and use of emails that we send you as a subscriber and the links in emails from StacyKnows eMail that you select to follow. You will be able to access and use many parts of the StacyKnows Multimedia Internet Suite without having to provide personal information to us. But a subscription to the StacyKnows eMail will require you to subscribe for this service by providing the personal information described below. We do not collect personal information from you unless you provide it to us voluntarily and knowingly.

## **Nonpersonal Information**

Nonpersonal information includes, without limitation: information about the pathway through the Internet through which your computer accesses the StacyKnows Site and the links in StacyKnows eMail; the pages on the StacyKnows Site that you visit and the time and duration of your visit; and whether and which information you have downloaded from the StacyKnows Site. This type of tracking and interactivity information includes, for every visit you make to the StacyKnows Site, information such as: the Internet Protocol (IP) address of your computer; the Internet provider through which you connect to the Internet; the web domain from which you access the Internet; the date, time, and duration of your visit; and the type and version of your computer's operating system and browser. Third-party web sites to which the StacyKnows Site or StacyKnows eMail provides links, such as those of our sponsors, advertisers, and other third-party relationships, may also collect the same type of nonpersonal information when you visit, access, or use their sites through links provided in the StacyKnows Site or StacyKnows eMail.

## **Personal Information**

Personal information that you send us personally identifies you to us. To subscribe to StacyKnows eMail you will need to provide to us your email address and zip or postal code. In addition to this personal information, we and our sponsors, advertisers, and other third-party relationships may from time to time also request your name, street address, city, state, zip or postal code, telephone number, email address, the subject of any inquiry from you (if applicable), date of birth, and information about you that is not otherwise publicly available. You always have the right to decline to provide such personal information.

We may engage our market research staff or various third-party contractors to conduct surveys of our visitors and users of the StacyKnows Site and subscribers to StacyKnows eMail in connection with which we may seek personal information from you.

Also, we will collect information about your transactions through our sponsors, advertisers, and other third-party relationships that are initiated through links in the StacyKnows Site or StacyKnows eMail, including information about your use of various products and services that we feature in our content.

In cases where you engage in transactions at web sites to which you are linked by the StacyKnows Site or StacyKnows eMail that require any form of payment, the vendors at those sites are likely to request that you use your credit card as a means of payment.

This will require you to provide standard credit card information (name on card, card type, card number, security code, and expiration date) and to keep a record of your financial transaction. We will not be responsible for any such personal credit card information.

We collect the email addresses of persons who communicate with us by email. We will receive no other personal information from any email you send us unless you provide it. If you send us an email or submit an online form, we do not automatically receive your email address. However, you will need to provide it to us if you would like an email response from us. Inquiries that we receive from you may be forwarded to the appropriate StacyKnows department for response and may be entered into our database. Please note, however, that our Terms of Use Agreement provides that we have no obligation to respond to, or to take any other action with respect to, any questions or comments that you send to us.

If you are a subscriber to StacyKnows eMail, we will use your email address to communicate with you. This means that you should keep current your email address that is on file with us. Inaccurate or stale information about your email address will make it impossible for us to send you the information that you expect to receive as a subscriber to StacyKnows eMail or to contact you about your subscription.

#### Collection of Information through Cookies, Beacons, and the Like

Most web browsers allow us to store a relatively short string of alphanumeric characters, called a "cookie", on the hard drive of your computer when you access the StacyKnows Site, unless you change the settings in your browser to refuse to accept cookies. We do not use cookies to collect any personal information from you. By placing a cookie on your hard drive we are able to determine that you have previously visited the StacyKnows Site and your status as a visitor or StacyKnows eMail subscriber. In some cases, as described below, we may combine this information about your status with personal information that you may provide us.

We may include hyperlinks, called "beacons", in our StacyKnows Site and StacyKnows eMail for data collection, and our sponsors, advertisers, and other third-party relationships may do the same in their web pages and email communications with you. Beacons are hyperlinks to small transparent graphic images stored on computer servers that we or our sponsors, advertisers, or other third-party relationships maintain. Because these images are transparent, when they are opened on a monitor, they allow any other image or text open on the monitor underneath them to be clearly visible. This means that you cannot see a beacon on your monitor. At the same time that a beacon retrieves this transparent image, it can collect and send information such as the IP address of your computer, the time and duration that the image linked to the beacon was open on your monitor, and the type of browser that retrieved it. In addition, beacons can deposit cookies on your computer and retrieve previously set cookie values.

Through settings in your browser, you can exercise various controls over whether you will accept cookies and beacons and from which sites you will accept them. For example, most browsers can be set to reject all cookies. Links to instructions on how to do this are usually provided with or through your browser. If you reject our cookies and beacons, certain of the functions and conveniences of the StacyKnows Site and StacyKnows eMail may not work properly. Please keep in mind that you do not have to accept our cookies and beacons in order to view many parts of the StacyKnows Site.

Cookies and beacons can be used to collect personal information about you, but we do not use cookies or beacons for this purpose. We only use cookies and beacons to collect nonpersonal information about your use of the StacyKnows Site and StacyKnows eMail, and your use of the web sites of our sponsors, advertisers, and other third-party relationships to which we provide links in the StacyKnows Site and StacyKnows eMail. But we do not have any control over the use of cookies and beacons by any of our sponsors, advertisers, or other third-party relationships.

#### How We Use Information that We Collect from You

We use nonpersonal information and personal information collected from you for different purposes. In some cases, as we described below, we may combine nonpersonal information with personal information that we collect from you. In some cases, we may combine information that we collect from you with information collected from you by web sites operated by third parties.

#### **Our Use of Nonpersonal Information for Enhancing Our Performance**

We use nonpersonal information that we collect from you and other visitors for two primary purposes: real-time Internet routing and related administrative tasks to accommodate visits to and searches of the StacyKnows Site; and analysis of overall use of the StacyKnows Site and StacyKnows eMail. By doing this we are able to enhance the accessibility and performance of the StacyKnows Site and fashion the overall breadth and depth of the content in the StacyKnows Multimedia Internet Suite to appeal to you and our other visitors and subscribers.

Use of your IP address for sending you pages from the StacyKnows Site that you request presents the simplest example of real-time routing. Your IP address allows us to track which pages from the StacyKnows Site have been accessed from your computer and thus allows us to analyze the performance and administration of our systems. By analyzing nonpersonal information that we

aggregate from all visits to the StacyKnows Site, such as the number of overall visitors, the number of visitors and frequency of visits to specific pages, the time spent on specific pages, and other similar information, we can assess overall traffic patterns and track the overall performance of the StacyKnows Site and each page within it. This type of analysis allows us to improve our systems to shorten the time that it takes to receive requests from you and other visitors and transmit applicable responses to these requests. This, in turn, should improve your satisfaction with the StacyKnows Site and should help us dynamically fashion our form and substance in order to meet the preferences and needs of visitors to the StacyKnows Site and subscribers to StacyKnows eMail.

### **Our Use of Nonpersonal Information from Cookies and Beacons**

We use cookies and beacons to track your activity on the StacyKnows Site and your opening of StacyKnows eMail without personally identifying you. This allows us to statistically monitor how many people are using the StacyKnows Site; the sites of our sponsors, advertisers, and other third-party relationships to which we provide links; as well as to determine how many people open our emails. Analyzing this usage data at an aggregate level without personally identifying you or other visitors to the StacyKnows Site or StacyKnows eMail subscribers helps us dynamically expand and maintain our content library and advertising mix across the StacyKnows Multimedia Internet Suite. We may share this aggregate information and analysis with our sponsors, advertisers, and other third-party relationships, but such information and analysis will not personally identify you.

We may use cookies and beacons alone or in combination with personal information that we collect from you to deliver content specific to your interests and to avoid showing you the same advertisement or other message repeatedly. As described in more detail below, we and advertising networks in which we and some of our sponsors, advertisers, and other third-party relationships may participate may combine usage data generated from cookies and beacons with other nonpersonal information to direct customized advertisements or other messages to you or to determine the popularity of certain content, advertisements, or other messages.

From time to time we may invite you to participate in a survey, questionnaire, or other offering and will request that you enable your browser to accept cookies so that you can participate. In some cases, if you elect to respond to our surveys, questionnaires, or offers, you may be able to benefit from having us combine and relate to your personal information the information that you provide. Some surveys we undertake may provide remuneration to participants such as a small cash fee or an entry into a contest for a larger prize. Each survey will disclose whether or not it includes any remuneration. We may use cookies in connection with these events to authenticate you as a participant and to connect your responses with your site-usage characteristics. Our use of cookies also allows you to pause and save your answers in case you cannot or do not want to finish a survey or questionnaire in one session. You have the right, of course, to decline to participate in any or all of these events and to reject any cookies we request to send to you.

Some surveys or questionnaires that are conducted through or on our behalf may be undertaken for the benefit of our sponsors, advertisers, or other third-party relationships. In cases where we conduct the survey or questionnaire, we would use cookies, beacons, or other online tracking technologies and report to these other parties aggregate information about the results. In other cases, these other parties may use their own cookies, beacons, or other online tracking technologies in the web pages or emails that they send you. We do not control the use of cookies or beacons by any of these third parties; how they manage the nonpersonal information they gather through them; or how they combine such nonpersonal information with other information, nonpersonal or personal, that they may gather about you. So you need to carefully review the privacy policies of these third parties whose sites or emails you visit or open through links we provide in the StacyKnows Site or StacyKnows eMail to understand how they use cookies,

beacons, and other online tracking technologies, and how they use the information they collect through these and other means.

### **Our Use of Nonpersonal Information for Directed Advertising**

Some of our advertisers may use third-party companies, called "ad servers", to serve their advertisements to you when you access their advertisements in the StacyKnows Site or StacyKnows eMail. These ad servers will seek to collect nonpersonal information from you through the use of their own cookies, beacons, or other online tracking technologies. They may also use information such as your geographic location, zip or postal code, gender, and/or age or age range to the extent known to them through other means.

Also, in some cases, upon clicking on a link in advertisements in the StacyKnows Site or StacyKnows eMail, your browser may be momentarily directed to the web site of an ad server or another third party before directing your browser to the applicable advertisement. This momentary connection will not be apparent to you. During this momentary connection, the ad server or other third party may collect nonpersonal information from you.

The nonpersonal information that enables directed advertising arises from combining the IP address of your computer with other nonpersonal information such as the pages in the StacyKnows Site that you have visited or the emails from StacyKnows eMail that you have opened. If your browser is set to reject cookies, the nonpersonal information required for this type of directed advertising would not be available for such use. Also, some ad servers allow you to prevent them from collecting data through the use of cookies. In order to do this, you must opt-out of such data collection with each individual site. Currently, you can opt-out of cookies for several ad servers by visiting the Network Advertising Initiative gateway opt-out site.

We may participate in advertising networks that customize the delivery of advertisements, promotions, and other marketing messages to you through the StacyKnows Site and StacyKnows eMail based on information about your preferences and perceived interests. We may also engage in directed advertising of this type without the assistance of an advertising network.

### **Our Use of Personal Information**

When you subscribe for StacyKnows eMail, we will ask you to provide your email address and zip or postal code. Please keep in mind that once you provide us this personally identifiable information, you are no longer anonymous to us. If we request additional personal information from you, we will inform you of the purposes for doing so and request your consent for use of that information consistent with such purposes.

We use this personal information from you for the purposes of sending you content through StacyKnows eMail; providing aggregate market research data about our subscribers to our sponsors, advertisers, and other third-party relationships; and sending you, directly from us or indirectly from our sponsors, advertisers, and other third-party relationships, and various ad servers, directed advertising and additional information about various products and services that we feature or on which we report.

When we use the personal information you provide to us as a subscriber to StacyKnows eMail for our own market research purposes, we may disclose your personal information to our service providers, consultants, and contractors that are engaged in assisting us with performing that market research and designing our marketing strategies and programs; but we will not sell or otherwise disclose or permit the disclosure of your personal information to any other third party without your consent or as otherwise permitted by this Privacy Policy.

### **Combining Different Types of Information and Information from Two or More Sources**

In some instances, we may want to combine your nonpersonal and personal information or combine information you provide us with information collected from or about you by third parties, such as other web sites or social media networks. Combinations of this sort can result in added convenience and benefit to both you and us. We will not undertake any such combinations without your specific consent.

### **Privacy Security and Data Integrity**

We have implemented physical, electronic, and managerial procedures to safeguard and prevent unauthorized access, alteration, disclosure or destruction, and to correctly use the personal information that we collect from you. We take reasonable steps to ensure that the personal information we obtain from you is accurate, complete, and current, but we depend on you to update or correct your personal information whenever necessary.

### **Your Privacy and the Privacy of Others in Social Media Networks**

We will sponsor various types of social media networks both within our site and through the sites and tools provided by various third parties. Uploading any file or portion of a file containing data or submitting data in text, photographic, audio, video, or other image or graphic format in any medium that personally identifies or contains the likeness of any other person without that person's express written permission is strictly prohibited. By uploading any such file or portion of a file or submitting such data, you represent and warrant that you have permission to do so from all persons appearing in that presentation and to grant all right, title, and interest to that file, file portion, or data to us. Never post any such presentation containing personal information or the likeness of someone else unless you have their explicit permission. If you violate this paragraph, we have the right to prohibit you from visiting, using, and accessing the StacyKnows Site; subscribing or continuing your subscription to StacyKnows eMail; and participating in any social media network or other activity or program that we sponsor.

### **Limitations to the Scope of Our Privacy Policy**

Our Privacy Policy applies only to use of the content and services offered through the StacyKnows Site and StacyKnows eMail. This Privacy Policy applies only to information collected online through the StacyKnows Site and StacyKnows eMail, and, where expressly specified, third-party sites and services. This Privacy Policy does not describe and does not apply to any ways in which we or others may collect or use information obtained from you offline or through any other means.

The StacyKnows Site and StacyKnows eMail contains links to other web sites, including, for example, those of our sponsors, advertisers, and other third-party relationships. For example, advertisements on the StacyKnows Site and in StacyKnows eMail contain such links next to or near the names or logos of the applicable advertisers. In addition, the StacyKnows Site includes a search engine that allows you to search within the StacyKnows Site. Except as described in this Privacy Policy, we will not disclose your personal information to any of the third parties who operate or sponsor these sites to which these links refer. Any such links to these other sites do not imply any endorsement by us of the content or policies of those sites. We do not exercise control over any of these third-party sites, and we are not responsible for their privacy practices. Any information that you disclose to other web sites or that is otherwise collected from you by them is not subject to our Privacy Policy. These other sites may place their own cookies, beacons, or other data or files on your computer, and collect data or solicit personal information from you. If you access another web site through a link we provide, you are subject to the privacy policy of that site. You should read the privacy policies of each site you visit to determine what information that site may be collecting about you and to understand its privacy policy.

### **Conflict Resolution**

To the extent there is an inconsistency between this Privacy Policy and our Terms of Use Agreement, this Privacy Policy shall govern.

We use third-party advertising companies to serve ads when you visit our Web site. These companies may use aggregated information (not including your name, address, email address or telephone number) about your visits to this and other Web sites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, please see:

[http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)

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