

GoRadio Privacy Policy

Effective Date: November 30, 2011

Thank you for visiting our site! Your privacy is important to us. To better protect your privacy, we provide this Privacy Policy to explain our online information practices and the choices you can make about the way your information is collected and used at the www.goradio.com site and other websites and applications owned or operated by GoRadio or its affiliates and partners where this Privacy Policy is posted (collectively, the “Sites”). This Privacy Policy applies only to the Sites, and covers information collected on, through or in connection with your use of the Sites.

We reserve the right to modify the terms and conditions of this Privacy Policy and to change any feature of the Sites, including the removal of any feature, in our sole discretion at any time. Modifications to this Privacy Policy will be communicated to you by posting the revised Privacy Policy on the Sites. Any modifications to this Privacy Policy will supersede the prior provisions for all activity occurring at the Sites after the revised version has been posted to the Sites. Your use of the Sites constitutes your agreement to our collection and use of any information you share with us pursuant to this Privacy Policy; and your continued use of the Sites after a revised version of this policy is made available constitutes your agreement to the revision.

Use of Sites / Information We Collect

You may wish to enter contests, order products, vote in a poll or otherwise express your opinion, subscribe to our services, become a member of our online community, request promotional items or send a link to a friend on and through our Sites. We may collect certain personally identifiable information from you on these pages, including your name, address, date of birth, email address, telephone number, credit card information and data related to your use and interest in our programs, offers and services.

You may be able to share information about other people on our Sites. For example, if you want to forward a link to a friend, you might submit that person’s name and email address to us so that we may forward the link. The information we may collect about other people on these pages includes name, address, email address and telephone number.

We may also collect non-personally identifiable information when you visit or access the Sites, such as the type of web browser you are using, the type of operating system you are using, or the IP address of the computer used to access a Site. In addition, when you access a Site our servers will automatically collect certain information about your use of the Site such as the pages you view and the length of time you spend listening to a station, viewing a certain page or video clip, etc. You may also be asked to voluntarily rate the content on the Sites.

How We Use the Information

We may use the information we collect from you to improve your experience on our Sites, to provide services you have requested (such as to fulfill a request by you for an online newsletter), to notify you if you have won a contest, to respond to your inquiries, to tell you about products and services and as otherwise may be described to you at the point where you choose to share such information with us or with your consent.

We use the information you provide to us about other people to fulfill your request to send such other people the links or other information you have requested we send to them and, from time to time, we may use the information to offer products and services to them.

If you choose to publish any content on the Sites, such content will be published with any screen name you have provided to us. Please be aware that the information you voluntarily post about yourself and third parties in such areas might be accessed, collected and used by third parties (parties other than us).

Please note that we provide certain of our service providers (such as web development providers and customer service providers) access to information collected from you and such providers may view, store and share such information with third parties as necessary to process your transactions (such as to fulfill a request to receive an online newsletter), to provide you with access to the Site, to analyze your use of the Sites, to review customer comments or to otherwise enhance your experience on our Sites.

If you choose to enter a sweepstakes, contest or other promotion from one of our Sites, in accordance with the terms and conditions of such promotions, your personally identifiable information may be disclosed to sponsors and third parties who help us to administer the promotion, including in connection with promotion sponsorship, winner selection and prize fulfillment. Your information may also be disclosed as required by law, such as on a winner's list. Also, by entering a promotion, you are agreeing to the official rules that govern that promotion, including allowing the sponsors to use your entry, name, voice and likeness in advertising and marketing associated with the promotion in accordance with applicable law.

In addition, if required by law, for example, in response to a court order or a subpoena, we may, and you hereby authorize us to, disclose your personally identifiable information to a court or law enforcement agency.

You should also be aware that courts of equity, such as the U.S. Bankruptcy Courts, may have the authority under certain circumstances to permit your personally identifiable information to be shared or transferred to third parties without your permission.

Agents, representatives, employees, contractors and service providers of GoRadio who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the tasks and services they are performing for GoRadio. Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot ensure that the personally identifiable information we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

Your trust is important to us, which is why we do not share information we receive about you with others unless we receive your permission, give you notice, such as by telling you about it in this policy, or remove your name and all other personally identifiable information from it.

Opting Out

If at any time you wish to opt out of receiving promotional materials related to the Sites, you may do so by clicking on the unsubscribe link at the bottom of each promotional email you receive. Please

keep in mind that opting out of promotional e-mails will not prevent you from receiving transactional e-mail correspondence related to, without limitation, the Sites or your registered account.

Links

The Sites may contain links to sites not owned or controlled by GoRadio and the information practices of the owners of such linked sites may differ from ours. You should consult the other sites' privacy notices, as GoRadio has no control over the information that is submitted to, or collected by, these third parties. GoRadio is not responsible for the privacy policies or practices of any such third parties or their sites.

Third Party Online Advertising

Some of the advertisements on the Sites are delivered by third parties. These third parties include advertisers, advertising agencies and ad networks. Please be aware that when you view or interact with one of their advertisements, such third parties may collect information through cookies and other technologies about your online activities, either on our Sites or across the Internet, in an effort to understand your interests and deliver advertisements tailored to your interests.

Security is a Top Concern

Although GoRadio carefully selects its third party service providers, advertisers, partners, agencies, agents, representatives, employees and contractors, is sensitive to the privacy and security of your personal information and intends to safeguard such information, GoRadio and any such third parties cannot guarantee absolute security for such information. Such information may be subject to hacking and may be transmitted through or using the Internet, other public telecommunications networks, servers, hardware and software ("systems") that are not owned, operated, or controlled by GoRadio, and GoRadio makes no assurances that such information will remain private when transmitted by GoRadio through such systems. Although we use industry standard practices to protect your privacy, we do not promise, and you should not expect, that the confidentiality of your personally identifiable information or private communications is 100% guaranteed.

GoRadio Uses Cookies

GoRadio collects certain information about how website visitors and users use the Sites by using technology called "cookies", which are bits of information that a website transfers to an individual's hard drive for record keeping purposes. Cookies can enhance your online experience by automatically saving your preferences. We use cookies because they help us to provide to you a better online experience. The information we collect through the use of cookies does allow GoRadio to know when and for how long you used the Sites, so that we can try to understand how to better serve your needs. If you object to the use of cookies for any reason, you may set your Internet browser to notify you when you receive a cookie, giving you the opportunity to decide whether to accept it. If you decline to receive cookies, you may have difficulty using certain features of the Sites.

Interactive Areas on Our Sites

If you choose to publish content on the interactive areas of our Sites, for example, by posting a comment, please be aware that the information you voluntarily post will be made public and may be

accessed, collected and used by third parties outside of GoRadio. GoRadio is not liable for information you choose to publish on our Sites. You may not post defamatory, obscene, slanderous, or otherwise illegal material, or any material which infringes any third party copyrights or other intellectual property rights on our Sites. If we are aware of content that violates this policy on our Sites, we will remove it. And if you violate this policy, we may terminate your account and commence legal action against you.

A Special Note about Children

This is not a website directed to children under the age of 13. GoRadio adheres to the Children's Online Privacy Protection Act (COPPA) and will not knowingly register or otherwise collect personally identifiable information from any child under the age of 13. We ask that minors (under the age of 13) not submit any personally identifiable information to GoRadio. If you are under the age of 13, you may use the Sites only with the consent of your parent or guardian.

If a child under the age of 13 has provided us with personally identifiable information, a parent or guardian of that child may contact us, by visiting the "Contact Us" section of this Site, and request that such information be deleted from our records.

How to Contact Us

If you have questions about this Privacy Policy or its implementation, please contact us at privacypolicy@goradio.com.

The Sites are owned and operated by GoRadio, LLC, 220 West 42nd Street, New York, NY 10036. For further information about GoRadio, LLC or the Site, please visit the "Contact Us" section of the Sites. You may have this same information sent to you by e-mail by sending a letter to GoRadio, LLC, 220 West 42nd Street, New York, NY 10036, Attn: General Manager with your e-mail address and a request for this information.

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