

Argo Media Privacy Policy Notice

Argo Media knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. **By using the service of Argo Media, you are accepting the practices described in this Privacy Policy Notice (“Privacy Notice”).**

If you are located in the European Union, the Privacy Notice, the Cookies Notice and the Interest-Based Ads Notice are not part of your Agreement. The versions of these policies and notices applicable to you are available for your review to understand how we handle your personal information. Each time you visit, browse, or use the Argo Media service, you accept this Agreement.

What Personal Information About Users Does Argo Media Gather?

The information we learn from users helps us personalize and continually improve your Argo Media experience. Here are the types of information we gather.

- **Information You Give Us:** We receive and store any information you enter on our mobile application, website or give us in any other way. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future digital content for you, improving our service, and communicating with you.
- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many websites, we use "cookies," and we obtain certain types of information when your web browser accesses Argo Media or advertisements and other content served by or on behalf of Argo Media on other websites.
- **Mobile:** When you download or use mobile apps created by Argo Media or our subsidiaries, we may receive information about your location and your mobile device, including a unique identifier for your device. We may use this information to provide you with location-based services, such as advertising, search results, and other personalized content. Most mobile devices allow you to turn off location services.
- **E-mail Communications:** We compare our user list to lists received from other companies, in an effort to avoid sending unnecessary messages to our users. If you do not want to receive e-mail or other mail from us, please adjust your preferences.
- **Information from Other Sources:** We might receive information about you from other sources and add it to our account information.

What About Cookies?

- Cookies are unique identifiers that we transfer to your device to enable our systems to recognize your device and to provide recommendations and personalized advertisements.
- The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer. Because cookies allow you to take advantage of some of Argo Media's essential features, we recommend that you leave them turned on.

Does Argo Media Share the Information It Receives?

Information about our users is an important part of our business, and we are not in the business of selling it to others. We share user information only as described below and with affiliates of Argo Media that either are subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

- **Affiliated Businesses:** We work closely with affiliated businesses to constantly improve the digital content offered to you.
- **Third-Party Service Providers:** We may employ other companies and individuals to perform functions on our behalf. Examples include maintaining the mobile app and service, sending postal mail and e-mail, removing repetitive information from user lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Promotional Offers:** Sometimes we send offers to selected groups of users on behalf of other businesses. When we do this, we do not give that business your name and address. If you do not want to receive such offers, please adjust your preferences.
- **Business Transfers:** As we continue to develop our service, we might sell or buy subsidiaries, or business units. In such transactions, user information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the user consents otherwise). Also, in the unlikely event that Argo Media Inc., or substantially all of its assets are acquired, user information will of course be one of the transferred assets.
- **Protection of Argo Media and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Conditions of Use and other agreements; or protect the rights, property, or safety of Argo Media, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from users for commercial purposes in violation of the commitments set forth in this Privacy Notice.
- **With Your Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

How Secure Is Information About Me?

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) or similar software, which encrypts information you input.
- We reveal only the last four digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

Which Information Can I Access?

Argo Media gives you access to a broad range of information about your account and your interactions with Argo Media for the limited purpose of viewing and, in certain cases, updating that information.

What Choices Do I Have?

- As discussed above, you can always choose not to provide information, even though it might be needed to take advantage of such personalized digital content.

- You can add or update certain information. However, when you update information, we usually keep a copy of the prior version for our records.
- If you do not want to receive e-mail or other mail from us, please adjust your preferences. (Note, if you do not want to receive Conditions of Use and other legal notices from us, such as this Privacy Notice, those notices will still govern your use of Argo Media, and it is your responsibility to review them for changes.)
- If you do not want us to use personal information that we gather to possibly allow third parties to personalize advertisements we display to you, please adjust your preferences.

Are Children Allowed to Use Argo Media?

Argo Media provides a service for adults. If you are under 18, you may use Argo Media only with the involvement of a parent or guardian. We do not knowingly collect personal information from children under the age of 13 without the consent of the child's parent or guardian.

Conditions of Use, Notices, and Revisions

If you choose to visit Argo Media, your visit and any dispute over privacy is subject to this Notice and our Conditions of Use, including limitations on damages, resolution of disputes, and application of the law of the state of California. If you have any concern about privacy, please contact us with a thorough description, and we will try to resolve it. Our business changes constantly, and our Privacy Notice and Conditions of Use will change also. We may e-mail periodic reminders of our notices and conditions, but you should check our website and/or mobile app frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of user information collected in the past without the consent of affected users.

Examples of Information Collected

Information You Give Us

You provide most such information when you search, post, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for digital content; provide information in your account (and you might have more than one if you have used more than one e-mail address when registering with us) or your profile; communicate with us by e-mail or otherwise; complete a questionnaire or a contest entry form; use our services; compile favorites or other saved lists; provide and rate reviews; and participate in posting comments or other community features. As a result of those actions, you might supply us with such information as your name, address, and phone numbers; credit card information; people to whom digital content has been recommended; and content of reviews and e-mails to us.

Automatic Information

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform; viewing history, which we sometimes aggregate with similar information from other users to create features like top views lists; the full Uniform Resource Locator (URL) clickstream to, through, and from our website, including date and time; cookie number; and the digital content you viewed or searched for. We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our website for fraud prevention and other

purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page. We may also collect technical information to help us identify your device for fraud prevention and diagnostic purposes.

Mobile

Most mobile devices provide users with the ability to disable location services. Most likely, these controls are located in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or your device manufacturer.

Information You Can Access

Examples of information you can access easily at Argo Media include up-to-date information regarding recent viewing history; personally identifiable information (including name, e-mail, password, communications and personalized advertising preferences); payment settings (including credit card information and promotional certificate and gift card balances); e-mail notification settings; Recommendations (including Recommended for You and Improve Your Recommendations); and Your Profile (including your ratings and reviews).