

Privacy Policy

At WebRudder LLC (“WebRudder”, “WebRudder.com”, “We”, “Us”, or “Our”) we recognize that privacy is important. This Privacy Policy applies to all of the products, services and websites offered by WebRudder LLC or its subsidiaries; collectively, WebRudder’s “services.” In addition, where more detailed information is needed to explain our privacy practices, we may post supplementary privacy notices to describe how particular services process personal information. Where applicable, these supplemental privacy notices are made available before the applicable service is made available.

If you have any questions about this Privacy Policy, please feel free to contact us through our website at <http://www.WebRudder.com/contact> or by email at support@webrudder.com

Information we collect and how we use it

In order to provide our services, we may collect the following types of information:

- **Information you provide** – When you sign up for a WebRudder service or promotion that requires registration, we ask you for personal information (such as your name, email address and an account password). For certain services, we also request credit card or other payment account information which we maintain in encrypted form. We may combine the information you submit under your account with information from other WebRudder services or third parties in order to provide you with a better experience and to improve the quality of our services. For certain services, we may give you the opportunity to opt out of combining such information.
- **Cookies** – When you visit WebRudder, we send one or more cookies – a small file containing a string of characters – to your computer or other device that uniquely identifies your browser. We use cookies to improve the quality of our service, including for storing user preferences, improving search results and ad selection, and tracking user trends, such as how you navigate through our sites. We may set one or more cookies in your browser when using our services.
- **Log information** – When you access WebRudder services, our servers automatically record information that your browser sends whenever you visit a website. These may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.
- **User communications** – When you send email or other communications to WebRudder, we may retain those communications in order to process your inquiries, respond to your requests and improve our services.
- **Affiliated WebRudder Services on other sites** – We offer some of our services on or through other web sites. Personal information that you provide to those sites may be sent to WebRudder in order to deliver the service. We process such information under this Privacy Policy. The affiliated sites through which our

services are offered may have different privacy practices and we encourage you to read their privacy policies.

- **Gadgets** – WebRudder may make available third party applications through its services. The information collected by WebRudder when you enable a gadget or other application is processed under this Privacy Policy. Information collected by the application or gadget provider is governed by their privacy policies.
- **Links** – WebRudder may present links in a format that enables us to keep track of whether these links have been followed. We use this information to improve the quality of our services, customized content and advertising.
- **Other sites** – This Privacy Policy applies to WebRudder services only. We do not exercise control over other sites we do not own, such as our affiliates.

WebRudder only processes personal information for the purposes described in this Privacy Policy and/or the supplementary privacy notices for specific services. In addition to the above, such purposes include:

- Providing our services, including the display of customized content and advertising;
- Auditing, research and analysis in order to maintain, protect and improve our services;
- Ensuring the technical functioning of our network;
- Protecting the rights or property of WebRudder or our users; and
- Developing new services.

We may process personal information to provide our own services. In some cases, we may process personal information on behalf of and according to the instructions of a third party, such as our advertising partners.

Choices for personal information

If we propose to use personal information for any purposes other than those described in this Privacy Policy and/or in the specific service privacy notices, we will offer you an effective way to opt out of the use of personal information for those other purposes. We will not collect or use sensitive information for purposes other than those described in this Privacy Policy and/or in the supplementary service privacy notices, unless we have obtained your prior consent.

Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some WebRudder features and services may not function properly if your cookies are disabled.

You can decline to submit personal information to any of our services, in which case WebRudder may not be able to provide those services to you.

Information sharing

WebRudder only shares personal information with other companies or individuals outside of WebRudder in the following limited circumstances:

- We have your consent. We require opt-in consent for the sharing of any sensitive personal information.
- We provide such information to our subsidiaries, affiliated companies or other trusted businesses or persons for the purpose of processing personal information on our behalf. We require that these parties agree to process such information based on our instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.
- We have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or enforceable governmental request, (b) enforce applicable Terms of Service, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address fraud, security or technical issues, or (d) protect against harm to the rights, property or safety of WebRudder, its users or the public as required or permitted by law.

If WebRudder becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, we will ensure the confidentiality of any personal information involved in such transactions and provide notice before personal information is transferred and becomes subject to a different privacy policy.

We may share with third parties certain pieces of aggregated, non-personal information, such as the number of users who searched for a particular term, for example, or how many users clicked on a particular advertisement. Such information does not identify you individually.

Information security

We take security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data.

Data integrity

WebRudder processes personal information only for the purposes for which it was collected and in accordance with this Privacy Policy or any applicable service-specific privacy notice. We review our data collection, storage and processing practices to ensure that we only collect, store and process the personal information needed to provide or improve our services or as otherwise permitted under this Policy. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary.

Accessing and updating personal information

When you use WebRudder services, we make good faith efforts to provide you with access to your personal information and either to correct this data if it is inaccurate or to delete such data at your request if it is not otherwise required to be retained by law or for legitimate business purposes. We ask individual users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backups), or for which access is not otherwise required. In any case where we provide information access and correction, we perform this service free of charge, except if doing so would require a disproportionate effort. Some of our services have different procedures to access, correct or delete users' personal information.

Enforcement

WebRudder reviews its compliance with this Privacy Policy. Please feel free to direct any questions or concerns regarding this Privacy Policy or WebRudder's treatment of personal information by contact us through our website at <http://www.WebRudder.com/contact> or by email at support@webrudder.com

When we receive formal written complaints at this address, it is WebRudder's policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between WebRudder and an individual.

Changes to this Privacy Policy

Please note that this Privacy Policy may change from time to time. We expect most such changes will be minor. Regardless, the latest Privacy Policy is available at <http://www.webrudder.com/policies>.

If you have any additional questions or concerns about this Privacy Policy, please feel free to contact us any time through our website at <http://www.WebRudder.com/contact> or by email at support@webrudder.com