

# Privacy Policy

Your personal information is important to Ebelong.com and we understand that the privacy of your personal information is very important to you.

The following policies will govern how Ebelong.com manages your personal information and protects your privacy. This Privacy Policy is incorporated into and subject to our Terms of Use, which you should refer to for additional information relating to privacy issues.

## 1. Collecting Information About You

Ebelong.com will not collect or monitor personal information about you without your consent unless we consider it is necessary:

- To comply with the law
- To comply with our Terms of Use
- To protect the rights and/or property of Ebelong.com, the Network, Network Users, Network Subscribers and Members or any other individual or entity, including members of the public
- To reduce or avoid a threat to anyone's health, safety or well-being
- To provide services to you

Ebelong.com will only collect personal information which has been obtained from you. The amount of information will depend on you! You may provide us or an Affiliate with information:

- When you register with or subscribe to our app or website or email lists
- By identifying yourself when you use our system
- By forwarding us correspondence about yourself or feedback about the system
- By joining various mailing lists and by answering surveys or polls
- By entering competitions or sweepstakes and by posting in our chat rooms, message boards and other areas

Public discussion areas on the Network are not private and are governed by the Terms of Use. Any information you post in such areas may be seen, collected and used by others and may result in unsolicited messages. Ebelong.com cannot control this. You post at your own risk.

In the event of a complaint, we may receive personal information about you from other parties in our affiliate Network, other Users or third parties who may communicate information to us about you in relation to that complaint.

Ebelong.com uses Cookies and other tracking methods to allow the provision of certain services and to maximize your enjoyment of the Network. We do not link this information back to other information that you have provided to us, and Ebelong.com does not store any information inside Cookies. Any collection of personal information other than that mentioned here will require your consent.

Cookies are pieces of information transferred from a website to your computer's hard disk for record-keeping purposes. Cookies do not personally identify Users, although they do identify a User's browser. Most Web browsers are set to accept Cookies, although you can reset your browser to refuse.

Cookies and IP addresses can enhance your enjoyment of the Network by allowing us to recognize you and anticipate your requirements. Cookies allow you to store your password without the need to continually re-enter it. They allow us to tailor a website or a marketing message to provide you with information which is relevant to your particular interests. Ebelong.com gives you the option of subscribing to the Network and receiving enhanced services. Refusing to accept Cookies may prevent you from fully utilizing some of these services.

We also collect and store statistics and other information about the online activities of Users on an aggregate basis. This does not include personal information about you.

By recognizing how all of our Users utilize the Network and what they find interesting, we can focus our resources on features that are the most popular and beneficial to our Users, and provide continuously-improving services for everyone!

You should be aware that Ebelong.com places advertising and other material on the Network which may originate from outside individuals or entities. In some cases, if you click on or view these advertisements or other material, a Cookie may be assigned by the relevant third party. Ebelong.com does not control these Cookies.

## **2. Use and Disclosure of Personal Information**

Ebelong.com will not use or disclose any personal information about you without your consent, or access your communications on the Network, unless we consider it is necessary:

- To comply with the law
- To comply with our Terms of Use
- To protect the rights and/or property of Ebelong.com, the Network, Network Users, Network Subscribers and Members or any other individual or entity, including members of the public
- To reduce or avoid a threat to anyone's health, safety or well-being
- To provide services to you

Ebelong.com and its Affiliates recognize the trust you place in us when you provide us with personal information. The Network may sometimes disclose this information to an Affiliate or other individual or entity to facilitate the operation of the Network and the provision of User services. In these instances, we may explicitly tell you that the data we are collecting will be shared with third parties. In these cases those disclosures will override anything to the contrary in this Policy. We will not otherwise disclose your personal information without your consent. We use your information on an aggregated basis to do such things as operate and enhance the Network and sell and deliver advertising. We also use this data, both aggregated and personal, to enhance your on-site experience by displaying content and marketing messages that we believe will be of interest to you. We disclose aggregated information about the Network to third parties.

Some online activities you choose to do necessarily lead to disclosure of your personal information to third parties, such as when you include your name and email address in a postcard or when you order merchandise. In these cases, again, your choice to disclose personal information is voluntary.

We may share your personal information with third parties who provide services to our Network in order to enhance the functionality available to you as part of the Network, and to provide you with new products and services such as email and Member pages. We may also use your personal information to provide information to you, such as newsletters that you request or to personalize the Network in accordance with your requests.

Under certain circumstances we may be forced to disclose information to the Government or third parties, or third parties may unlawfully intercept or access transmissions or private communications. In the event that we need to investigate or resolve possible problems or inquiries, you expressly acknowledge, agree and authorize Ebelong.com to disclose any information about you to private entities, law

Enforcement or other Government officials as we, in our sole discretion, believe necessary or appropriate.

### **3. Promotional Email**

If you have indicated as such, Ebelong.com and/or third parties may from time to time send e-mail messages to you which offer products and services, contain advertisements, promotions, subscriptions or registration-based services or other material. If you wish to discontinue receiving such email, please disable promotions via the "Change your details" link on your Ebelong.com personal page or the relevant third party. Your preferences will then be updated immediately.

### **4. Storage and Security of Personal Information**

Ebelong.com will endeavor to take all reasonable steps to maintain the accuracy and security of any personal information we hold. Ebelong.com maintains its User information in a secured database to protect the privacy of your "Locator Information", that is, your name, email address, physical address, and/or other data that enables you to be personally identified.

Ebelong.com uses firewalls and Secure Socket Layer ("SSL") encryption technology to ensure the integrity and privacy of the information you pass to us via the Internet. However, to take advantage of this, you must utilize a browser that maintains 128-bit encryption support. Where a Network service is provided from overseas, your information is kept in secure databases and is protected by Ebelong.com's security policies. Despite our best efforts, "Perfect Security" does not exist on the Internet.

Our employees and data processors are bound to respect the confidentiality of any personal information held by Ebelong.com. Despite this, Ebelong.com will not be held responsible for any events which arise from any unauthorized access to your personal information. You should take care to protect your own personal information, including but not limited to passwords and accounts. You should contact Ebelong.com immediately if you become aware of any unauthorized use of your account or any other breach of security.

### **5. Accessing, Changing and Deleting your Personal Information**

You may at any time request a copy of your file from Ebelong.com. If you wish to change the information we have about you or have it deleted entirely, please contact

Ebelong.com. We will provide you with a copy of your file and do everything we reasonably can to alter or delete your information, unless we are required to maintain certain information for legal or other reasons. Please allow at least seven days for your request to be processed.

## **6. Links to Other Websites**

The Network provides links to other websites which are not controlled by Ebelong.com. We are not responsible for the conduct of any individual or entity associated with these other websites. You should familiarize yourself with the relevant website's Terms and Conditions and Privacy Policy before using their site or disclosing any of your personal information to them.

## **7. Children on the Network**

Children should always ask a parent or guardian for permission before sending any personal information over the Internet, whether to us or anyone else. This includes making purchases.

We encourage all parents and guardians to make themselves aware of what their children are up to on the Internet and discuss privacy and safety issues with them. Public discussion areas on the Network are not private. Any information posted by your child in such areas may be seen, collected and used by others and may result in unsolicited messages or other unwanted attention! Ebelong.com cannot control this. You should instruct your child not to post any such information without first seeking your permission. Children post at their own risk!

## **8. Questions and Concerns**

You should contact Ebelong.com immediately if you have any questions or concerns relating to our Privacy Policy or any other aspect of the Network. Ebelong.com appreciates your input and will give serious consideration to any issues raised, and will take any action we consider necessary to improve the services provided by the Network.

## **9. Alterations to this Privacy Policy**

Ebelong.com reserves the right to add to, remove, and alter any of the features of the Network to improve User enjoyment and satisfaction of all aspects of the Network. It may be necessary for us to alter this Privacy Policy from time to time to reflect these changes.

Ebelong.com reserves the right to alter this Privacy Policy at any time by posting an undated version on the Network. You should refer to this Policy on a regular basis so you are aware of any changes.

#### **10. Specific Conditions**

Some sites on the Network may be operated in conjunction with other individuals or entities. They may have special Terms and Conditions and Privacy Policies which differ from those of Ebelong.com. Where they differ, the more specific terms will apply.

You should familiarize yourself with the relevant website's Terms and Conditions and Privacy Policy before using their site or disclosing any of your personal information to them.