

## PRIVACY POLICY

We have created this privacy policy statement in order to demonstrate our firm commitment to your privacy. The following discloses our information gathering, use and dissemination practices solely for the web site located at <http://www.normanpearlstine.com>, the web site about Norman Pearlstine's book, "Off the Record" (the "Site"). By using or accessing the Site, you signify your assent to our Privacy Policy. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY YOU MAY NOT ACCESS OR OTHERWISE USE THE SITE.

**Personal and Non-Personal Information:** When using the Site, in order to utilize some of the services you may be asked to provide, or you may choose to upload, certain personally identifiable information about yourself ("Personal Information"). Personal Information can include information such as your name, email address, physical address and telephone number.

In addition, we may also collect non-personally identifiable information, such as IP host address, pages viewed, browser type and other data, and may aggregate any Personal Information collected (such as demographic information) in a manner which does not identify any one person ("Aggregate Information").

**Information Usage:** Unless disclosed otherwise at the time of collection, we do not share any Personal Information you submit through our Site with any unaffiliated third party, unless it is necessary to allow you to purchase a book, to respond to your inquiry, or to comply with applicable law. We may use Aggregate Information to improve and enhance your experience on the Site. For example, we may share Aggregate Information with unaffiliated third parties, such as distributors and retailers, in an aggregate, anonymous form, which means that the shared information will not contain nor be linked to any Personal Information. We will never sell your Personal Information to any third party without your consent.

Please note that we reserve the right to access and/or disclose Personal Information and non-personal information we gather as required by courts or administrative agencies and to the extent required to permit us to investigate suspected fraud, harassment or other violations of any law, rule or regulation, the Site rules or policies, or the rights of third parties or to investigate any suspected conduct which we deem improper.

Cookies: "Cookies" are pieces of information that may be placed on your computer by a web site or one of our third party advertisers for the purpose of facilitating and enhancing your communication and interaction with that web site or advertisement. Many web sites and advertisers use cookies for these purposes. We may use cookies to make your visit more convenient or to enable us to enhance our service. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences, in which case you may still use our Site, but it may interfere with some of its functionality. We do not use cookies to automatically retrieve personal information from your computer without your knowledge.

In addition to cookies, we may also use (and our third party advertisers may use) clear gifs or web beacons to improve the performance of the Site, provide certain features such as advertising or to anonymously track usage of the Site. Clear gifs / web beacons are tiny graphics with a unique identifier, which operate much like a cookie, and are used to track the online activity of Site users. These devices are not used by us to automatically collect person information.

Clickstream: As you use the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a web site's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the web site from which you linked to the Site. We may collect and use clickstream data as a form of Aggregate Information to anonymously determine how much time visitors spend on each page of our Site, how visitors navigate throughout the Site and how we may tailor our web pages to better meet the needs of visitors. This information will be used to improve our Site and our services. Any collection or use of clickstream data will be anonymous and aggregate, and will not intentionally contain any Personal Information.

Security: The security of your Personal Information is very important to us. We attempt to provide for the secure transmission of your information from your computer to our servers by utilizing [encryption] software. [Please confirm, or we can revise to reflect actual practices.] However, due to the inherent open nature of the Internet, we cannot guarantee that communications between you and us or our advertisers, or information stored on the Site or our servers, will be completely free from unauthorized access by third parties such as hackers and your use of the Site demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect. Only those people who need access to your information in order to perform their duties are authorized to have access to your Personal Information.

Protection for Children: We have no intention of collecting personal information from children under the age of 13. When we become aware that personal information from a child under 13 has been collected without such child's parent or guardian's consent, we will use all reasonable efforts to delete such information from our database.

Other Web Sites/Advertisers: Our Site or advertisements on our Site may contain links to other web sites not maintained by us. Other web sites or advertisements on our Site may also reference or link to our Site. We encourage you to be aware when you leave our Site, or surf the Internet, and to read the privacy statements of each and every web site that you visit. We do not endorse, screen or approve, and are not responsible for the privacy practices or the content of, such other web sites.

You should be aware that personal information which you voluntarily include and transmit online may be viewed and used by others. In addition, personal information you post to blogs or other publicly accessible forums may be viewed and used by anyone with access to such forums. We are unable to control such uses of your personal information, and by using such services you assume the risk that the personal information provided by you may be viewed and used by third parties.

Changes to policy; Opt-Out Process; Reviewing or Changing Information: We reserve the right, at our discretion, to change, modify, add, or remove portions from this policy at any time. However, if at any time in the future we plan to use Personal Information in a way that differs from this policy, we will post such changes here and provide you the opportunity to opt-out of such differing uses. Your continued use of the Site following the posting of any changes to this policy means you accept such changes.

If you do not want your Personal Information shared with any third party who may use such information for direct marketing purposes, then you may opt-out of such disclosures by sending an email to us at [comments@normanpearlstine.com](mailto:comments@normanpearlstine.com).

If you receive an unwanted email from us, you can simply reply and ask not to receive future emails. We also give you the option to remove your personal information from our list of active users completely. All unsubscribe or opt-out requests should be sent to us at [comments@normanpearlstine.com](mailto:comments@normanpearlstine.com) and we will process your request within a reasonable time after receipt. In order to ensure that the information we maintain is accurate, we give users the option to change or modify their information previously provided. If you would like to change your information currently in our database, please contact us at [comments@normanpearlstine.com](mailto:comments@normanpearlstine.com). We are not responsible for updating or removing your personal information from the lists of any third party who has previously been provided your information in accordance with this policy.

Communications with us: By providing your email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested or to send information about other books or related materials developed or provided by us, provided that, we will not give your email address to another party to promote their products or services directly to you.

Any communication or material you transmit to us by email or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, nonconfidential and nonproprietary. Except to the extent expressly covered by this policy, anything you transmit or post may be used by us for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast and posting. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us without compensation and for any purpose whatsoever, including but not limited to, developing, manufacturing and marketing products and services using such information.

Site Terms and Conditions: Use of this Site is governed by, and subject to, the legal notices contained at <http://www.normanpearlstine.com/termsandconditions.html>. Your use, or access, of the Site constitutes your agreement to be bound by these provisions. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS YOU MAY NOT ACCESS OR OTHERWISE USE THE SITE.

Contact: For questions or concerns relating to privacy, we can be contacted at: [comments@normanpearlstine.com](mailto:comments@normanpearlstine.com).

United States of America: Our Site is maintained in the United States of America. By using the Site, you authorize the export of Personal Information to the USA and its storage and use as specified in this policy.

Effective Date: This privacy policy is effective and was last updated on June 1, 2007.