

## This Privacy Policy was updated on March 3, 2017 (“Effective Date”).

This Privacy Policy applies to Modasphere, a division of Casting Networks, Inc. (“Modasphere”, “our,” “us,” or “we”) and describes how Modasphere collects, uses and shares customer information from our websites and mobile websites (“Sites”), and the services provided by us in connection with the Sites (“Services”) that link to this Privacy Policy. The Sites and Services are together referred to as the “Services”. It also provides guidance on how you can manage the personal information that you provide to us. Please read our full [Privacy Policy](#) for more detailed information and defined terms.

## Privacy Policy Highlights

**NOTE TO VISITORS OF AGENCY-BRANDED WEBSITES POWERED BY MODASPHERE:** If you are visitor to an Agency-branded Website powered by Modasphere, your information is collected and used in accordance with Section 5 *Co-branded Areas and Interacting with Third Party Content*. Please read this section for more information [More Info](#).

## Personal Information Collected

**Visitors to our Sites:** When you visit our Sites, we collect the personal information you provide to us.

**Account Holders:** We collect personal information about your Agency and its Talent Representatives (collectively “Agency”) as part of the account registration process required to receive the Services. We collect the personal information about your Talent that you choose to provide to us. The Services allow you to share Talent Profiles with industry professionals and others.

If Agency authorizes Talent to access its Talent Profile and input information, this Privacy Policy applies to Talent and its use of that Service. [More Info](#)

## Tracking Technologies (Cookies, etc.)

We use tracking technologies to automatically collect information relating to your use of our Site and the Services such as your IP address and regional location. If you access our Services through a mobile device, we might also collect additional information such as a unique device identifier. When you use our Services, third-party advertising and analytics service providers may also gather information about your online activity. We do not track members to serve interest-based advertising and do not respond to “do-not-track” technology. [More Info](#)

## Use and Sharing of Information

We may use and share your information with our service providers to operate, improve, and personalize our Site and Services. We may also

share your information with affiliated companies, as well as mobile carriers, social networks, legal and law enforcement, and others if there is a change of control. Due to the nature of our Services, information including Talent Profiles made publicly accessible by you become public information. Agency’s and Talent Representative’s personal information may be shared with our marketing partners. [More Info](#)

## Your California Privacy Rights

If you are a California resident, you may have additional rights. [More Info](#)

## Your Choices and Opt-Out

Due to the nature of our networking Services, you have limited options for restricting access to the Talent Profiles you choose to share publicly. You may decline to provide us with personal data about you or your Talent, but this may limit or prevent you from participating in the Services. If you want to update your personal data or Talent Profiles or no longer want our Services, you may access your account on the Services and make the changes desired, or you may contact us at [support@modasphere.com](mailto:support@modasphere.com). You may opt out of receiving promotional communications from us and certain tracking technologies. [More Info](#)

## Arbitration

Unresolved disputes under this Privacy Policy will be handled by the binding arbitration process outlined in the [Terms of Use](#).

## Changes to this Privacy Policy

The posting of a new “Effective Date” on the Privacy Policy will convey changes to this Privacy Policy. Please check this Privacy Policy often for updates. [More Info](#).

## Contact Us

Please send questions about our Privacy Policy or our handling of your information to [support@modasphere.com](mailto:support@modasphere.com). [More Info](#)

This Privacy Policy was updated on March 3, 2017 (“Effective Date”).

# Modasphere Privacy Policy

PLEASE READ THIS PRIVACY POLICY CAREFULLY AND IN ITS ENTIRETY BEFORE USING OUR SITE AND SERVICES. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU MAY NOT USE OUR SITE OR SERVICES.

CASTING NETWORKS, INC., DOING BUSINESS AS MODASPHERE (“MODASPHERE”, “WE”, “OUR” OR “US”) PROVIDES A RANGE OF CONTENT AND WEBSITE HOSTING, DATABASE, AND COMMUNICATION SERVICES TO TALENT AGENCIES AND MANAGEMENT COMPANIES AND THEIR AUTHORIZED TALENT REPRESENTATIVES, WHICH HAVE REGISTERED FOR THE SERVICES (“AGENCY,” “YOU” OR “YOUR”) FOR THE PURPOSES OF PROMOTING ACTORS, MODELS, DANCERS, VOICE-OVER ACTORS AND OTHER ARTISTS (COLLECTIVELY, “TALENT”). AGENCY MAY AUTHORIZE TALENT TO ACCESS, CONTRIBUTE TO OR MODIFY THEIR TALENT PROFILES (DEFINED IN SECTION 2 BELOW) DIRECTLY, AND THE APPLICABLE PROVISIONS OF THIS PRIVACY POLICY (“PRIVACY POLICY”) WILL APPLY ALSO TO THOSE TALENT. BY ACCESSING OR USING OUR SERVICES, YOU ARE ACCEPTING THE TERMS OF THIS PRIVACY POLICY AND OUR [TERMS OF USE](#) (“TERMS”), WHICH ARE INCORPORATED INTO THIS PRIVACY POLICY BY REFERENCE.

## 1. Acceptance of Policy

Each time you use the Services, you agree to this Privacy Policy. We will update this Privacy Policy with a new Effective Date to reflect changes in our collection and handling of personal information, which take effect immediately upon posting.

## 2. Special Notices

YOU UNDERSTAND THAT BY REGISTERING TO USE OUR SERVICES YOU ARE VOLUNTARILY CHOOSING TO PROVIDE PERSONAL INFORMATION ABOUT YOUR AGENCY AND YOUR TALENT AND TALENTS’ WORK EXPERIENCE (“TALENT PROFILES”). TALENT PROFILES YOU PUBLICLY POST OR SHARE ARE ACCESSIBLE TO INTENDED RECIPIENTS AND THE PUBLIC GENERALLY. You may share Talent Profiles with others electronically by email, via a link, or posted on the internet and captured by web search engines. Once shared, Talent Profiles can be distributed and accessed by individuals and by means outside of your control. YOU ACKNOWLEDGE THAT (1) TALENT PROFILES WHICH ARE SHARED BY YOU (INCLUDING ON HOSTED WEBSITES POWERED BY MODASPHERE) ARE NOT PASSWORD PROTECTED AND MAY ALLOW TALENT TO BE PERSONALLY IDENTIFIED AND LOCATED BY INTENDED RECIPIENTS OR OTHERS, (2) YOU ARE AWARE OF ANY AND ALL RISKS INHERENT IN DOING SO AND, (3) YOU ARE WILLING AND AUTHORIZED TO ASSUME THESE RISKS ON YOUR OWN AND YOUR TALENTS’ BEHALF.

Each Agency, and individual agent, manager or other talent representative engaged by the Agency and registered on the Service as an authorized user to act on behalf of the Talent (each a “Talent Representative”), and if applicable, parents or legal guardians of Talent who are minors, (“Parents and Guardians”) represent that they are legally authorized to represent Talent in connection with the Services and utilize all aspects of the applicable Services on behalf of the Talent in accordance with this Privacy Policy. Talent Representatives and Parents and Guardians are collectively referred to herein as “Authorized Representatives”, Authorized Representatives agree to stop using the Services on a Talent’s behalf immediately when such authority from the Talent is revoked. We are not obligated but reserve the right at any time to require evidence of an Agency or an Authorized Representative’s authority to enter into this Privacy Policy and/or act on behalf of Talent in connection with the applicable Services. If we become aware that someone other than an Agency or Authorized Representative has established, edited or otherwise modified in any way an account or Talent Profile, we will take steps to terminate the account and remove any corresponding information within our control. Agency and Authorized Representatives are solely responsible for their acts or omissions in connection with the Services and indemnify Modasphere for any claims or liabilities of any kind for their unauthorized or unlawful acts.

## 3. Information We Collect

### Information We Collect Directly from You

You can browse our Sites without telling us who you are or revealing any personal information. If you contact us, create an account on the Services, or purchase any of our Services, you are asked to provide us with personal information such as corporate name, business address, main contact person, his or her email and phone number, and

a password. Our billing service provider will ask you (and your Talent, if applicable) for credit card and billing information. Each Talent Representative is asked to provide his or her name and email address to create a Talent Representative login. We only require that you provide the first name of the Talent to create a Talent Profile. You will have the option to supplement your Talents' Profiles to include information such as photos, video, audio, sizes and attributes, representation, union affiliations, professional experience, training, and special skills.

You are able to grant your Talent online access to their Talent Profiles by modifying the talent account access permissions. However, you are responsible for any Talent Profile changes, modifications, inaccuracies or unauthorized information provided or disseminated by Talent.

## Promotions and Surveys

From time-to-time, we may request information from you via surveys or promotions. Participation is voluntary. Information collected may be used as outlined in this Privacy Policy and the applicable terms or official rules.

## Mobile Device Information

We may collect additional information from you if you access Services through a mobile device; for example, your unique device identifier, device's operating system, mobile carrier, and location.

# 4. Information Collected Through Tracking Technologies

## Third-Party Tracking and Usage Data.

Whenever you visit our Sites or interact with the Services or our advertising, our third-party analytics or service providers and we may use a variety of [tracking technologies](#) that automatically or passively collect the information described in this Privacy Policy from your computer, mobile, or other access device. This information (collectively "Usage Data") may include your device identifier, the type and version of internet browser software you use, your operating system, password information from you when you log in, as well as computer and connection information. During some visits, we may use these tools to measure and collect session information, including page response times, download errors, time spent on certain pages and page interaction information. We may share your information with authorized third parties such as our vendors who help with our business operations. We use Google to serve first-party cookies (such as the Google Analytics cookie) to learn about how visitors find and use our Services and interact with our advertising. To learn about Google Analytics' currently available opt-outs for the Web, [click here](#). Usage Data may be collected from the devices you use to access our Services for a variety of other reasons including system administration, to prevent fraudulent activity, to assess the performance of our Services, and to tell us, for example, the website you were visiting before you came to the Sites and the website you visit after you leave the Sites, whether you are a new or repeat visitor to the Sites and to help us identify the features in which you may have the greatest interest. Keep in mind that certain features of our Sites and Services are available only through the use of tracking technologies and disabling them may impact the functionality of our Services. We may combine Usage Data with other information collected through tracking technology. You may find more information about our third-party analytics providers, their practices, and your choices on the collection of such Usage Data by going to the "Third Party Providers of Analytics Tools" page attached to this Privacy Policy or clicking [here](#). We do not serve interest-based advertising and do not respond to "do-not-track" technology. For data collection practices via cookies placed by third-party advertisers on ads that appear on our Services, if any (and for which we are not responsible), please click on the AdChoices icon in the ad, if available or go to <http://www.aboutads.info/choices/>. Some of these third-party advertising companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt out of ad targeting from member companies ([www.networkadvertising.org](http://www.networkadvertising.org)).

## Location and Geo-Location Functionality

We may use location data internally or in conjunction with our third party service providers to customize your experience and provide offers that may be relevant to you. Information gathered from your use of the Services may be combined with information from third-party sources to identify your location by state and region ("Regional Location"). We may also collect your location information from your IP address or zip code. If you enable location services for our Services, we may collect regional location data periodically as you use or leave open our Services. The degree to which your location can be identified depends on the device you are using, e.g. laptop, smartphone, tablet or other access device and how you are connected to the internet (e.g. via cable broadband connection, Wi-Fi, etc.).

Depending on the platform you use to access our Services (e.g. iOS, Android, or Windows Phone), you may be able to control whether we collect location data by adjusting the privacy settings on your wireless device. Please be advised that some features will not be available if you choose to disable the collection of location data.

Certain of our mobile applications have search functionality that gathers aggregate location data about visitors and, when visitors opt in, allows us to collect information about their precise geographic location (“Geo-location”). We may use GPS, Wi-Fi, Bluetooth or cell tower proximity to determine geo-location. If you agree to have your Geo-location collected, we may use and retain that precise location data to provide you with information about our Services or carry out marketing and other activities contemplated by our mobile applications and by this Policy. When you have Geo-location software running on your Device, we may only collect that information as controlled by the privacy settings on your Device. For most mobile Devices, you can withdraw your permission for us to acquire location information through the Device settings. If you have questions about how to disable your mobile Device's location services, we recommend you contact your mobile Device service provider or the Device manufacturer.

## 5. How We Use and Share Information

### How We Process Database Information About You and Talent

The information you provide to us, such as Talent Profiles, are stored in a database that may be accessed by you. The Services are designed for networking and promoting Talent, and submitting them to industry professionals and others outside of the Services. For example, if you are participating in the Modasphere Hosted Website Service, any information included in a Talent Profile hosted in our database may automatically appear on your Agency's Hosted Website depending on the settings you choose. Also, any information you choose to access from our database and disclose while participating in the Services (e.g., via a link, email or Hosted Website) may be used and stored in any manner by anyone with access to it. We have no control over how these users may utilize the information you share. Therefore, there is no expectation of privacy when posting or otherwise participating in our networking Services, and you should exercise caution and discretion when sharing Talent Profiles. **You may have the ability to provide, and the option to share or publicly post, personal information on the Services through the use of customizable fields. You are not permitted to provide social security numbers in these customizable fields or anywhere on the Services. We are not responsible for the use and dissemination of any information you choose to share or make public, on the Hosted Website or otherwise. You are not permitted to provide social security numbers in these customizable fields or anywhere on the Services. We are not responsible for the use and dissemination of any information you choose to share or make public, on the Hosted Website or otherwise.** You expressly and voluntarily accept and agree to the processing of the information you provide as outlined in this Privacy Policy. If you do not agree at any time to the terms of this Privacy Policy, you must cancel your account by following the instructions in Section 7, “Choice and Opt-Outs”.

We have the right, but not the obligation, to monitor any activity and content associated with the database or other Services. We reserve the right to take action in connection with any content or action we deem to be inappropriate. Please review our [Terms](#) for more information regarding your appropriate use of the Services.

### Our Use of Information

We may use information that we collect about you: (1) to respond to your requests; (2) to fulfill orders; (3) to provide customer service; (4) to administer surveys; (5) to improve and customize our Services; (6) to provide information to a third party at your request; (7) to give you information about your account or our Services; (8) for internal business purposes; (9) for purposes disclosed at the time you provide your information, or (10) as otherwise set forth in this Privacy Policy.

### Authorized Service Providers

We may share your information with authorized third parties such as our vendors who help with our business operations, including the storage and processing of information for the uses listed in this Privacy Policy and providing customer service. For example, financial data you provide will be disclosed to our payment processor to process credit card transactions. In this case, established third-party bank processing agents and distribution institutions handle these transactions. They receive the information needed to verify and authorize your credit card or other payment information to process your order. We may disclose information to third parties to ascertain the authenticity of any financial transaction involving our company or its affiliates or subsidiaries or to update your billing information. We do not store

any credit card, debit card, or financial or bank account information we receive from our billing or payment processors, except for billing address and contact information for verification purposes.

### Co-Branded Areas/Hosted Websites Powered by Modasphere

Certain areas of our Services may be provided to you in association with third parties who are identified and provide specialized content or offer products or services ("Co-Branded Areas"). Hosted Websites branded by Agency and powered by Modasphere (to the extent your Agency is participating in that Service) are considered Co-Branded Areas. If you elect to interact with or register for the products and services provided in Co-Branded Areas, the information you share will be subject to the privacy policy and practices of the third party or Agency (and our Privacy Policy if we collect your information). We are not responsible for the privacy practices of third parties or your Agency, and we suggest you review their respective privacy policies to learn more about their privacy practices.

### Interacting with Third Party Content

Our Services (including without limitation Hosted Websites powered by Modasphere) may also contain third-party content, advertising, links, widgets, or similar code linking to external third-party websites, services or products that we do not control and are therefore not subject to this Privacy Policy. We recommend that you check the privacy policies of those third-party sites or services to determine how the proprietors will utilize your personal information.

### Sharing with Affiliates and Marketing Partners

We may use your contact information to send updates and communications about our products and services or other promotional communications, such as newsletters, emails, or special offers or share your information with our affiliates or trusted marketing partners so they can send promotional offers to you ("Promotional Communications"). If you wish to opt-out of receiving Promotional Communications from our marketing partners or us, you may follow the instructions in Section 7 Choice and Opt-Out. **We do not use or share any Talent information for promotional or marketing purposes.**

### Connecting with Social Networks

You may also have the option to link from your Modasphere Hosted Website or Talent Profile to your or your Talent's social network (e.g., Facebook, Twitter, Instagram, Google +) (a "Social Network") page, information and activity. If you permit a connection, that Social Network or we may be able to identify you or your Talent and associate information received from the connection with information we already have about you or your Talent. Please review the Social Network's privacy policy and choices for sharing information of any Social Network connected to our Services.

### Aggregate and Analyze Information

We use aggregated information about our users and other non-personal information to analyze the Services and user behavior. We may also combine or supplement the information you give us with information we collect from other sources and use it for any purpose disclosed in this Privacy Policy. For example, as permitted by law, we may collect demographic and other information that is publicly available. We also use this information to prepare aggregated reports, which we may share with third parties.

### Transactional Communications with You and Permitted Third Parties

We may use your information to send you notices from time to time relating to your account or your purchases. These may include order confirmations, invoices or customer service notifications. We may also send you Service-related announcements when it is necessary to do so; for instance, if our Service is temporarily suspended for maintenance, or the delivery of a product is delayed or there are policy changes.

### Legal Matters; Safety

We may, without your consent, access and disclose your information, any communications sent or received by you, and any other information that we may have about you or your account as may be permitted or required by law or by any government regulatory authority, or to prevent or investigate suspected fraud, violations of our Terms, or activity that appears to us to be illegal or may expose us to legal liability. Any disputes under this Privacy Policy will be resolved by the binding arbitration process outlined in the Terms. Additionally, we may disclose your information in situations that we believe may involve potential threats to the physical safety of any person or property.

## Sale or Transfer of Business or Assets

The personal and non-personal information we collect from you may be one of the assets sold, transferred, or merged if Modasphere or an affiliated company, brand or business is sold or disposed of as a going concern whether by merger, sale of assets or otherwise, or in the event of an insolvency, bankruptcy or receivership. We may also disclose such information in connection with commercial transactions where we, or any one of our businesses, is seeking financing, investment, support or funding.

## 6. Accessing and Changing Your Account Information and Talent Profile

You can review and change your account information or the information you have included in the Talent Profile at any time by logging into the Services. If you are concerned for any reason that any account information you provided to us is not correct and you cannot change it by accessing the Services, please contact us at [support@modasphere.com](mailto:support@modasphere.com). Always promptly update your account information if it changes or becomes inaccurate. If you are participating in the Modasphere Hosted Website Service, any changes to a Talent Profile will automatically appear on your Hosted Website. If you grant your Talent permission to login and edit their Talent Profiles, any changes they make are reflected on the Hosted Website as well, and you are responsible for the content and accuracy of that information.

## 7. Choice and Opt-Outs

### Information Sharing with Others

As outlined in Section 5, "How We Use and Share Information", the information you provide and share is subject to redistribution by any third party to whom you give access. We have no control over how users may use the public information once you share it. If you do not want your information to be publicly available on the Services prospectively, you must cancel your Agency account. Please be aware that any information posted or shared before cancellation is considered public information and we cannot guarantee its removal from our and third-party computer systems.

### Canceling Your Account

You may request that we cancel your account by contacting us at 213-201-8101 Ext. 2 or emailing us with your request at [support@modasphere.com](mailto:support@modasphere.com). We will cancel your account as soon as possible after resolving any outstanding account issues and in accordance with applicable law.

If you cancel your account, your Agency's information in our database and on our Services, including Talent Profiles are no longer accessible on the Services by you, or any third party.

### Transactional Messages

You may not opt out of transactional messages regarding your registered account and transactions.

### Opting Out of Promotional Messages

You may opt-out of receiving promotional messages by clicking the unsubscribe link included at the bottom of each email we send or, email your opt-out request to [support@modasphere.com](mailto:support@modasphere.com).

### Timing and Third Parties

We will endeavor to comply with your requests as soon as reasonably possible, but changes asked of us may not be effective immediately. We are not responsible unless required by law, to inform third parties with whom we have already shared your information of any changes requested pursuant to this section. Nor are we responsible for removing information or causing information to be removed from the databases or records of such entities.

## 8. Important Disclosures

### Children's Privacy

The Services are directed to a general audience. We do not knowingly collect personal information from individuals under 18 years of age. If you become aware that anyone under 18 has provided us with personal information, please contact us as specified in Section 9, Contacting Us. If we obtain actual knowledge that we have received information from someone under 18, we will take steps to block that child from accessing our Services and remove that user's personal information from our systems.

## Security

We also implement reasonable security measures to protect against the loss, misuse and alteration of the information under our control. However, no security system is 100% secure. Accordingly, we cannot guarantee the security of any information provided to us in connection with the information that we collect.

## Your California Privacy Rights

California Civil Code Section 1798.83, known as the "Shine the Light" law, permits California residents to request and obtain a list of what personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Requests are free of charge and may be made only once a year by mail to Modasphere, 3250 Wilshire Blvd. Ste.1800, Los Angeles, CA 90010, USA. Please include the statement "Your California Privacy Rights" in the body of your request, as well as your name, street address, city, state, and zip code. Also, provide us with enough information to determine if this applies to you. You need to attest to the fact that you are a California resident and provide a current California address for our response. We will not accept requests via the telephone, e-mail, or by facsimile, and are not responsible for notices that are not labeled or sent properly, or that do not have complete information.

## Storage and Retention

Personal and other information that you provide to us in the course of participating in the Services may be gathered and stored in one or more of our corporate databases. We may retain information from canceled accounts to comply with law, prevent fraud, assist with investigations, resolve disputes, analyze or troubleshoot programs, enforce our Terms, or take other actions permitted by law. We may also retain information to prevent re-registration should we suspend or terminate your account or create an archival copy of your information, which might be used by us for recordkeeping and internal purposes. We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

## International Users

We do not represent or warrant that our Services are appropriate or available for use in any particular jurisdiction. Those who choose to access the Services do so on their own initiative and at their own risk, and are responsible for complying with all local laws, rules, and regulations. We may limit access to our Services, in whole or in part, to any person, geographic area or jurisdiction we choose, at any time and in our sole discretion. By using our Services and submitting any personal information, you consent to the transfer of personal information to other countries, which may provide a level of data security different from your country of residence. You are also consenting to the application of United States law and the law of the State of California in all matters concerning the Services. Modasphere commits to resolve complaints about your privacy and our collection or use of your personal information. European Union citizens with inquiries or complaints regarding this privacy policy should first contact Modasphere.

## Changes to this Privacy Policy

We may update this Privacy Policy from time to time. You agree that we may notify you about material changes in the way we treat personal information by posting a revised Privacy Policy on the Services via a link, with the "Effective Date" posted at the top of the Policy. You should check the Services frequently for updates.

## 9. Contacting Us

If you have any questions about this Privacy Policy or the practices of Modasphere, please contact us via email at [support@modasphere.com](mailto:support@modasphere.com), by phone at 213-201-8101 Ext. 2, or via mail at Modasphere, Attn: Consumer Services, 3250 Wilshire Blvd. Ste.1800, Los Angeles, CA 90010, USA.

# Third Party Providers of Analytics Tools

Effective as of March 3, 2017

The following is a list of third parties we have chosen to provide us information, reports, and analysis on the usage and browsing patterns of users of the Services. Included are links to their privacy policies and, if applicable, opt-out options to enable you to opt out of their respective programs.

**Google Analytics:** [Privacy Policy](#) | <https://tools.google.com/dlpage/gaoptout>



# Examples of Tracking Technologies

Effective as of March 3, 2017

## Cookies

A cookie is a data file placed on a device when it is used to visit the Services. We use cookies to collect information for record-keeping purposes and to make it easier to navigate the Services. Cookies are stored on users' hard drives. We use both "session ID cookies" and "persistent cookies." Session ID cookies are used to store information while a user is logged into the Services and expire when the user closes his/her browser. Persistent cookies are used to make tasks like logging into the Services easier for returning users by remembering a user's login information. Persistent cookies stay on a user's hard drive from one session to the next. Cookies may be used for many purposes including, without limitation, remembering you and your preferences and tracking your visits to our web pages. You can choose to have your computer warn you each time a persistent or session cookie is being set, or you can opt to turn off such cookies through your browser settings. Every browser is a little different, so refer to your browser's Help menu for the correct way to modify your cookies. If you decide to disable cookies on your device, some features of the Services may not function properly.

## Web Beacons/GIFS

We may include small graphic images or other web programming code called web beacons (also known as "1×1 GIFs" or "clear GIFs") on our web pages or in our messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. We may use web beacons or similar technologies for various purposes including, without limitation, to count visitors to our Services, to monitor how users navigate the Services, to count how many sent e-mails were opened, or to count how many particular articles or links were viewed.

## Embedded Scripts

An embedded script is programming code that is designed to collect information about your interactions with the Services, such as the links you click on. The code downloads temporarily from our web server or a third-party service provider onto the device you use to access Services. It is active only while you are connected to the Services, and is deactivated or deleted after that.

## HTML 5

We may use HTML5 in some of our Services, including in our mobile website. HTML5 has browser web storage that does not rely on traditional browser cookies. HTML5 cookies are not stored in a browser "cookies" file and can be used to track users across websites. To our knowledge, there is currently no known way for a user of a mobile device to remove HTML5 tracking and storage.

## E-Tags, Cache Browsers, and Web Logs

Like most standard website servers, we log IP addresses (a unique number assigned to every computer on the Internet) and a device identifier to improve security, analyze trends, and administer the Services. We may track your movement within the Services, the pages which refer you, access times, and browser types. This information may include the browser you are using, the Internet address from which you linked to our Services, the operating system of your computer, the unique IP address of the computer or device identifier of the mobile device that you used to access our Services, and usage and browsing habits. We use this information in the aggregate to gauge the effectiveness, usage, and popularity of our Services, track information for statistical purposes, help diagnose and troubleshoot server malfunctions, analyze trends, track user movement in the aggregate, and gather broad demographic information. We may also use individual information we collect through web logs to send you targeted offers and other communications.