

# Our Online Security and Privacy Policy

Last Updated August 1, 2011.

**Welcome to the official Website of Sonic Omnimedia Inc (“Sonic Omnimedia,” “us,” “our,” or “we”). This Privacy Policy (“Policy”) describes how we collect, use and protect information collected at our Websites including: [www.sonicomnimedia.com](http://www.sonicomnimedia.com) (collectively, the "Website"). We at Sonic Omnimedia Inc. are committed to protecting the privacy and security of your visits to the Website.**

## **Personal Information Collected on the Website:**

To ensure we are able to communicate effectively with visitors to our Website, we may collect some information that can be directly associated with a specific person. We call this “Personally Identifiable Information,” and it is any information that can be used to identify a specific individual, such as, by way of illustration, a name, postal address, telephone number or email address. We may, at times, use Personally Identifiable Information subject to the terms of this statement ("Policy"). Please note that this Policy applies only to information collected by Sonic Omnimedia, Inc. and does not impact information collected or used by its subsidiaries, or its affiliates through other means. By using this Website, you signify your acceptance of this Policy.

We will not collect any Personally Identifiable Information unless you choose to provide it to us. How we collect and store information depends on the page you are visiting, the activities in which you elect to participate and the services provided. For instance, you may be asked to provide Personally Identifiable Information in connection with sweepstakes, contests, raffles, games and similar promotions on the Website, as well as in connection with surveys and other Website activities.

Visitors who wish to purchase products from the Website will also be asked to provide their shipping and/or delivery (if different from the postal address) addresses, telephone number and credit card information. We collect Personally Identifiable Information from visitors who choose to make a donation or purchase products or services online through our Store. We collect Personally Identifiable Information from eligible individuals who affirmatively request to receive e-mail or other services from us.

Any Personally Identifiable Information you post on discussion boards or other public areas (“Public Areas”) of the Website (such as the Forum) will be disclosed publicly by virtue of your posting and thus is not governed by this Privacy Policy. We do not control the use and disclosure of this information. Personally Identifiable Information that you post to a Public Area or communicate through a Public Area may be used by third parties to contact you or to communicate this information to others, including in other Public Areas of

other Websites. Please do not post any information, including Personally Identifiable Information, in a Public Area that you do not want disclosed to the general public.

Website users who choose to participate in the "Community" or "Global Share" section of the Website will have the opportunity to share ideas and thoughts about various topics with other users, and create a user profile. Community/Global Share consists of a user profile, Bulletin Board service (such as message boards on the Website), Q&A Hours, and other interactive services we may offer from time to time, including the ability to comment, rate, recommend, and note. Use of Community/Global Share is governed by the Website's Terms of Use. Community/Global Share is accessible by users of the Website, and all users of this service should be mindful that any information posted to Community/Global Share will become public information and will be available to other participating users and visitors to the Website. Accordingly, if you choose to participate in Community/Global Share, and post information to this section of the Website, please use discretion.

When you provide comments to us, we treat your name, city, state, and any comments you provide as public information. We may, for example, post your comments to traditional media, to various service personnel and to other individuals participating in our efforts, without disclosing email addresses. We may also make comments along with your city and state available to the press and public online.

#### **Non-Personal Information Collected on the Website:**

We constantly seek to make improvements to the Website. As part of these efforts, we collect and analyze certain "Aggregate Information" (information that does not allow us to identify a specific individual such as demographic information, purchase categories (e.g., books), or visitors using a particular browser to access the Website) about how visitors use the Website.

When you visit our Website, we may collect various types of technical data. This data includes (but is not limited to) domain and/or Web browser information. We may track which Website you visited before arriving at the Website and the Website you link to when you leave the Website. We may also keep a record of which pages of the Website you visit, and how long you spend on each page. We log IP addresses, which are the locations of computers or networks on the Internet, and analyze them in order to improve the value of our Website. We also collect aggregate numbers of page hits in order to track the popularity of certain pages and improve the value of our Website.

We collect this non-Personal, anonymous information about your use of our Website through the use of "cookies," and other technologies on the Website. Cookies are small pieces of information that our server places on a visitor's computer hard drive to enable that person to more easily communicate and interact with the Website and to provide us with important information on how visitors use the Website. For example, we will place a cookie on a visitor's computer when he/she visits the Website. The next time that person visits the

Website using the same computer; our server will recognize the cookie and the visitor. We will also use cookies to collect information about a Website user who visits the Website without signing-in (or who signs-out but continues visiting the Website). Further, cookies and other technologies are used in email messages sent involving delivery and marketing and at our Website to help us measure the effectiveness of our advertising and how visitors use our Website. With respect to ads, should they be included in the Website, information about your visits to this Website, such as number of times you have viewed an ad (but not your name, address, or other personal information), may be used to serve ads to you. For more information about how to "opt-out" of these ad cookies, please contact [legal@sonicommimedia.com](mailto:legal@sonicommimedia.com). Many web browsers are automatically set to accept cookies. You may change your browser settings to either reject cookies or notify you when a cookie is about to be placed on your computer. Please note, however, that rejecting cookies while visiting the Website may result in certain parts of the Website not operating correctly or as efficiently as if they were allowed. Cookies must be enabled in order to register with the Website. The information collected by cookies helps us generate content responsive to your interests and also allows us to statistically monitor how many people are using our Website and for what purpose. We do not gather, request, record, require, collect or track any Internet users' Personally Identifiable Information through these processes. If you have set your browser setting to refuse cookies, then we cannot put a cookie on your computer. You can still participate in some of our online activities if your browser refuses cookies. However, if a Website cookie is not present, it will limit our ability to customize our Website for you, deliver a better online experience and improve the features of our Website.

#### **Disclosure of Information:**

It is our general policy not to make Personally Identifiable Information provided online available to anyone other than our employees, staff, and agents/service providers, with one exception in order to increase consumer understanding of the business model employed and its activities and related financial structures, values and active processes.

Sonic Omnimedia, Inc. is taking unprecedented steps to engage in responsible private corporate citizenship. In conducting business at its option, and, at its discretion, it may provide public access to certain Personally Identifiable Information as it pertains to activities, use, goals, profitability, and donations, and related areas, whether obtained via the Website or through other means. The information that may be made available via this is limited to: first name; last name; company and title (if applicable); city; county; state; country; and zip code; amounts; and related applicable activities and project details as they come up.

We collect and use the Personally Identifiable Information you provide to enhance your visit and deliver more individualized content and advertising. For example, we may use Personally Identifiable Information collected on the Website to communicate with you regarding products and services offered by Sonic Omnimedia, Inc. and our affiliates and partners and other topics we think you might find of interest; in the administration of

sweepstakes, contests or other promotions; and to process e-commerce transactions. As noted above, we maintain e-mail lists to keep interested, eligible individuals informed about important topics, and individuals must affirmatively request to join such lists. We configure our list server software to refuse to divulge the e-mail addresses of our list subscribers to anyone other than those whom we authorize. However, we are not the author of this software, and are not responsible for any failures in the software to preserve subscriber anonymity.

In addition, we use Personally Identifiable Information, such as your purchase information, to improve the performance of our Website, to customize the content and layout of our Website pages for you and to inform you of new areas of the Website and product specials.

Aggregate Information collected on the Website may be used in many ways. For example, we may collect and analyze collected Aggregate Information to determine how many visitors arrived at certain pages of the Website, how long they stayed on those pages, and where they went afterwards. This information allows us to determine which pages might be the most interesting to our visitors and enables us to provide them with a better and more satisfactory experience on the Website. Additionally, we may use Aggregate Information to improve the performance of our Website, and to customize the content and layout of our Website pages.

We reserve the right to share Aggregate Information with third parties, such as our advertisers and business partners, for marketing and promotional purposes. Aggregate Information gleaned from your use of the Website may also be used to inform you of new areas of the Website and product specials. We reserve the right to supplement Aggregate Information collected from the Website with similar information obtained from our affiliates, companies with whom we have marketing or other business relationships, and other third party sources. Please note that certain Aggregate Information may be linked with Personally Identifiable Information. Any such linked information will be treated as Personally Identifiable Information for the purposes of this Policy as long as it is so linked.

We may provide to third parties anonymous non-Personal Information that does not allow you to be identified or contacted and that is combined with the non-Personal Information of other users Aggregate Information. For example, we might inform third parties regarding the number of users of our Website and the activities they conduct while on our Website. We may not limit the third parties' use of the Aggregate Information, except that we do require third parties to whom we disclose Aggregate Information to agree that they will not attempt to make this information personally identifiable by combining it with other databases or otherwise.

Certain activities and services available on the Website may be provided by third parties. We may share your Personally Identifiable Information with third parties for the purpose of enabling such third parties to provide such activities, services or products. For example, if you choose to purchase a product from us, we may use outside vendors to process your credit card, or to process and ship the order to you. In these instances, we

would need to provide certain Personally Identifiable Information, such as your credit card information and shipping address, to these vendors.

We may operate sweepstakes, contests, raffles, games and similar promotions through the Website. We typically ask you for certain Personally Identifiable Information when you enter and, if applicable, win a sweepstakes, contest, raffle, game or similar promotion. We reserve the right to share this Personally Identifiable Information with third party sponsors of such sweepstakes, contests, raffles, games and promotions (irrespective of whether it is hosted by us), or otherwise in accordance with the rules applicable to such sweepstakes, contest, raffle, game or promotion. You should carefully review the rules of each sweepstakes, contest, raffle, game and promotion in which you participate through the Website, as they may contain additional important information about Sonic Omnimedia's or a sponsor's use of your Personally Identifiable Information. To the extent that the terms and conditions of such rules concerning the treatment of your Personally Identifiable Information conflict with this Policy, the terms and conditions of such rules shall control.

We may use an email delivery and marketing company to send emails that you have agreed to receive, in which case we will provide certain Personally Identifiable Information, including your email address, to the marketing company.

We reserve the right to share both Personal and Aggregate Information with other Sonic Omnimedia, Inc. businesses and our subsidiaries. We may also share Personally Identifiable Information about visitors and Website users with third-party companies with whom we have or will develop a marketing or other business relationship. California residents may opt out of allowing us to share Personally Identifiable Information about them with our affiliates and third parties for their marketing purposes. For more information please email us at [legal@sonicomnimedia.com](mailto:legal@sonicomnimedia.com).

We may also disclose Personally Identifiable Information in order to: (1) comply with applicable laws; (2) respond to governmental inquiries or requests; (3) comply with valid legal process; (4) protect the rights, privacy, safety or property of Sonic Omnimedia, Inc.; (5) to permit us to pursue available remedies or limit the damages that we may sustain; and (6) to enforce our Terms of Use. We may release Personally Identifiable Information to third parties for chosen transparency and to comply with valid legal requirements, and also in special cases, in which we believe it is reasonably necessary to investigate or prevent harm, fraud, abuse or illegal conduct.

In the event there is a change in the corporate structure of Sonic Omnimedia, Inc. such as, but not limited to, merger, consolidation, sale, liquidation, or transfer of substantial assets, Sonic Omnimedia, Inc. may, in its sole discretion, transfer, sell or assign information collected on and through this Website, including without limitation, Personally Identifiable Information concerning visitors, to one or more affiliated or unaffiliated

third parties.

In addition, we may use third party advertisers to serve advertisements on the Website. Please note that these third party advertisers may use cookies and other technologies to, among other things, enable such third party advertisers to record which ads your browser has seen and which Website pages you may have been viewing when the ads were delivered. Sonic Omnimedia, Inc. does not control the use of this technology or the resulting information and is not responsible for any actions or policies of such third parties.

**Security:**

We maintain a variety of physical, electronic and procedural safeguards to protect your Personally Identifiable Information. For example, we use commercially reasonable tools and techniques to protect against unauthorized access to our systems. Also, we restrict access to Personally Identifiable Information to those who need such access in the course of their duties for us.

Your own efforts to protect against unauthorized access play an important role in protecting the security of your Personally Identifiable Information. You should be sure to sign off when finished using a shared computer, and always log out of any Website when viewing Personally Identifiable Information.

Third parties with which we contract to maintain or service the Website or assist with our operations sometimes have limited access to your Personally Identifiable Information in the course of providing products or services to us. These contractors include vendors and suppliers that provide us with technology, services, and/or content related to better operation and maintenance of our Website and others such as companies that process payments or mailings. Access to your Personally Identifiable Information by these contractors is limited to the information reasonably necessary in order for the contractor to perform its limited function as hired. We require that these contractors 1) protect the privacy of your Personally Identifiable Information consistent with this Privacy Policy, and 2) not use or disclose your Personally Identifiable Information for any purpose other than providing us with products and services.

As this Website may contain links to third party Websites, including, but not limited to, the Websites of companies with whom we have business or marketing relationships such as companies that sell products and services, if you link to a third party Website, you will leave this Website and this Policy will not apply to your use of, and activities on, those other Websites. If you provide Personally Identifiable Information to any such third party Website, your transaction will occur on such third party's Website (not this Website) and the Personally Identifiable Information you provide will be collected by, and controlled by the privacy policy of, that third party. We encourage you to read the legal notices posted on those third party Websites, including their privacy policies. We shall have no responsibility or liability for your visitation to, and the data collection

and use practices of, such third party Websites. PLEASE NOTE THAT THIS POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES.

We maintain this Website in the United States. By providing Personally Identifiable Information and other information to this Website, you understand and consent to the collection, use, processing and transfer of such information to the United States and other countries or territories, which may not offer the same level of data protection as the country where you reside, in accordance with the terms of this Policy.

Although we strive to protect your Personally Identifiable Information, we cannot ensure the security of any information you transmit to us through or in connection with the Website. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), you must immediately notify us of the problem by contacting us at [legal@sonicommimedia.com](mailto:legal@sonicommimedia.com).

In the unlikely event that we believe that the security of your Personally Identifiable Information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is, in our sole discretion, appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your email address, we may notify you by email.

If you receive an email or other correspondence requesting that you provide any sensitive information (including your Website password or credit card information) via email or to a Website that does not seem to be affiliated with the Website, or that otherwise seems suspicious to you, please do not provide such information, and report such request to us at [legal@sonicommimedia.com](mailto:legal@sonicommimedia.com).

#### **Children's Privacy:**

We encourage parents to use the Website with their children. Our Website is a general audience Website and is not intended to solicit information of any kind from children under 13. We request that children under 13 not provide Personally Identifiable Information to the Website. Because we care about the safety and privacy of children online, we comply with the Children's Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying FTC regulation establish United States federal law that protects the privacy of children using the Internet. We do not knowingly collect personal information from children under 13.

It is possible that we may receive information pertaining to children under 13. If we are notified of this, once we verify the information, we will obtain parental consent or otherwise delete the information from our servers. If you want to notify us of our receipt of information by children under 13, please do so by emailing us at [legal@sonicommimedia.com](mailto:legal@sonicommimedia.com).

### **Opting out and Modifying Information:**

You may choose not to receive promotional emails or electronic newsletters from us by sending an email to [legal@sonicomnimedia.com](mailto:legal@sonicomnimedia.com), specifying the particular emails list(s) from which you wish to be removed.

In addition, California residents may choose to opt out of allowing us to: (A) share Personally Identifiable Information with Sonic Omnimedia, Inc. affiliates for their direct marketing purposes; and (B) share Personally Identifiable Information with third party companies for their marketing purposes. You may indicate your preferences to opt out of any combination of the choices above by mailing us at the address provided below. Please specify in your signed request from which choice you are opting out:

1. Receiving promotional emails and electronic newsletters from Sonic Omnimedia, Inc.;
2. Allowing Sonic Omnimedia, Inc. to share Personally Identifiable Information about you with affiliates for their marketing purposes; and/or
3. Allowing Sonic Omnimedia, Inc. to share Personally Identifiable Information about you with third-party companies for their marketing purposes.

We will respond to a request made pursuant to these methods as promptly as practicable. Even if you elect to stop receiving promotional emails from us, we may still contact you to tell you important information about the Website or us.

Please note, however, that if you "opt out" as described above, we will not be able to remove Personally Identifiable Information about you from the databases of affiliates or third parties with which we have already shared such Personally Identifiable Information (i.e., to which we have already provided Personally Identifiable Information as of the date of your opt-out request). If you wish to cease receiving marketing messages from such affiliates or third parties, please contact such affiliates or third parties directly or utilize the opt-out mechanisms set forth in their respective privacy policies or marketing messages.

If you have any questions or concerns about our Privacy Policy or you wish to review and/or update the Personally Identifiable Information you have provided us, please contact us by mail at the address provided below.

### **Contact information:**

General Mail: PO Box 383 Sapphire, NC USA 28774  
Email: [legal@sonicomnimedia.com](mailto:legal@sonicomnimedia.com)  
Phone: (805) 814-3275

### **Changes to this Privacy Policy:**

We will revise or update this Privacy Policy if our practices change, or as we develop better ways to keep you informed about them. You should refer back to this page often for the latest information and the effective date of any changes. We reserve the right to change this Policy at any time. If we decide to change this Policy, we will post a new Policy on our Website and change the date at the top. By continuing to use the Website following such changes, you will be deemed to have agreed to such changes. If you do not agree with the terms of this Policy please do not continue using this Website. Material changes to our practices regarding use of your Personally Identifiable Information shall not apply retroactively.