

## AdPerk Privacy Policy (last modified: January 31, 2011)

### Highlights

AdPerk recognizes the importance of privacy. The following highlights our Privacy Policy, particularly regarding the personal information we receive or collect when you use AdPerk. We hope this will help you make an informed decision about sharing personal information with us.

### Use of Information

AdPerk will not sell or share your personally identifiable information (such as name, address or email) with any third-party without your agreement or consent. Certain personal data are an essential component of AdPerk participation. For example, your mailing address is necessary to send rewards obtained through the use of the AdPerk platform. Similarly, your email address is required as part of the AdPerk registration process so we may communicate important information about your account and the AdPerk program, or so we, or our Reward Sponsors or Co-sponsors, may provide updates, make special offers or deliver electronic rewards.

### Unsubscribing

Unsubscribe or cancel your account whenever you like. Please reference our Terms of Service for more information on how to unsubscribe or cancel your account.

### AdPerk Privacy Policy

This Policy applies to all the services, products or Websites offered or operated by AdPerk.

We're committed to making your AdPerk experience as enjoyable as possible, both on our site and afterwards.

Outlined below are details on the information we collect and how we use it:

1. Information you provide. AdPerk requires personally identifiable information, such as name, email address, mailing address and account password) during the registration process. We also collect demographic information at various times in the AdPerk experience in order to improve our quality of services and offers to the AdPerk community. This information is stored in a secure database to protect user privacy. In some cases, AdPerk may report aggregate information to our reward Sponsors or Co-sponsors. Sponsors and Co-sponsors may include the sourcing company's advertisement or Website that resulted in your participation in AdPerk. In addition, Sponsors or Co-sponsors may include the companies whose videos you choose to view during your participation.
2. AdPerk cookies. When you visit AdPerk, we send one or more cookies (a small file containing a string of characters) to your computer that uniquely identifies your browser. We use cookies to validate your login session and to better understand your interests and preferences so we can provide products, offers and services most relevant to you. We will never sell or share personally identifiable information obtained from cookies. 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 AdPerk features and services may not function properly if cookies are disabled.
3. User communications (from you to AdPerk). If you send email or other communication to AdPerk, we may retain such communications in order to process your inquiries, respond to your requests and improve our services.
4. AdPerk communications (from AdPerk to you). All registrants receive an email confirming their registration and participation in AdPerk. Reward notifications and other account or AdPerk-related information might also be sent via email. If you choose to opt out of these communications, you will not receive important information about the AdPerk program, your account or reward, and may ultimately forfeit your rights to receiving the reward.
5. AdPerk partners. AdPerk offers some rewards in connection with third-parties or other Websites. In registering with AdPerk, you agree that Sponsors, Co-sponsors or companies whose goods or services you obtain or attempt to obtain through AdPerk, may contact you by email or ground mail (for example, you may receive communications from vendors from which you've earned a reward, or updates from retailers providing gift cards); however, we will not sell or divulge your personal information to Advertisers or other third-parties without your consent.
6. Links and other sites. AdPerk may present links to our Sponsors and Co-sponsors in a format that enables us to keep track whether these links are followed. Once you leave the AdPerk Website you are subject to the privacy

policy of the hosting site and we do not exercise control over any site or links accessed from our network of services. These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you.

7. "Tell-A-Friend" Information: If you choose to use our referral service to tell a friend about AdPerk, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the Sites, and we do not store this information.
8. IP addresses. We record IP addresses for the purposes of system administration and to prevent abuse of our service. Your particular IP address and related information is never sold or shared with third-parties of any kind.

### **Special Note to International Users**

The AdPerk Websites are hosted in the United States and intended for and directed to users in the U.S. If you are a consumer accessing the Websites from Canada, the European Union, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure that differ from U.S. laws, please be advised that through your continued use of the Websites, which are governed by U.S. law and this Privacy Policy, you are transferring your personal information to the U.S. and you consent to that transfer.

### **Acceptance of this Privacy Policy**

By using the AdPerk Website you are agreeing to the terms herein, as well as the AdPerk Terms of Service. If you do not agree to the Policy as described herein, please do not use the AdPerk Website. We reserve the right, at our discretion, to change, modify, add or remove portions of this Policy at any time. Please check this page frequently for changes. Your continued use of AdPerk signals your acceptance of the Policy as it exists at all times you use the AdPerk Website.

**If you have any questions about this Policy, please email us at: [privacy@adperk.com](mailto:privacy@adperk.com).**