



## WEBSITE PRIVACY AND SECURITY POLICY

**Effective Date of Policy:** This Privacy and Security Policy was last updated on April 19, 2016, and such updates are effective immediately. If you have any questions concerning this Privacy and Security Policy, please contact us at [metc@metc.net](mailto:metc@metc.net)

### OVERVIEW

Your privacy is very important to us. Marne Elk Horn has implemented this Privacy and Security Policy governing the personally identifiable consumer information ("PII") collected by this site. This Privacy and Security Policy does not govern PII collected from any other source or in any other manner.

**Purpose of Our Policy:** Our Privacy and Security Policy is intended to provide you with information as to: (a) the type of personal information that is collected by our website, (b) how collected information is used and with whom it is shared; (c) how we intend to protect the information; and (d) how you can access, modify and/or delete such information.

**Links to Third Party Sites:** From time to time, our website may contain links to other websites that are not controlled and/or maintained by Marne Elk Horn. Please be aware that these other websites may have different privacy policies which may subject you to different privacy practices. Please review the privacy policies of such other websites for information concerning what information is collected on such sites and how it is used.

### COLLECTION OF INFORMATION

**Information You Provide to Us:** Users are asked to provide certain personal information when they sign up for our services including name, address, telephone number, billing information (such as a credit card number), and the type of personal computer being used to access the services. The personal information collected from users during the registration process is used to manage each user's account (such as for billing purposes). If you share your cell phone number with us to allow live messaging, that number will not be shared with any third parties, and will not be used by Marne Elk Horn for marketing purposes without your permission.

We also collect information about you when you visit and/or purchase products or services from this website. Some of this information is automatically collected, and some is collected when you interact with the site. The type of information that is automatically collected can include date and time of access to the site, the Internet protocol address of the computer that you are using, the domain and host from which you access the Internet, your browser software and operating system, and the specific activities you are engaged in while visiting the site. Information from which you can be personally identified may also be collected by us at the site, including your name, postal address and email address. Of course, you may choose not to provide certain information if/when requested, but if so, you may not be able to participate in certain activities and transactions.

**Information Gathered by Cookies and Other Digital Advertising Tools:** We may use digital advertising tools to promote our products and services. This may include the use of digital advertising technologies or files (collectively, "cookies") to identify how our visitors make use of this site. This aggregate tracking information is used to help us improve and enhance the website experience for all of our visitors. If you would prefer not to have such cookies stored on your computer, you may modify your browser settings to reject most cookies, or manually remove cookies that have been placed on your computer. However, by rejecting the cookies, you may be unable to fully access the offerings on this site. Cookies and similar digital advertising tools allow us to target digital ads by location and search topic.

**Email Communication:** When you communicate with us electronically, via email or otherwise, you consent to our use of the information you have provided for the purpose of communicating with you, and you further consent to

receive electronic communications from us. If you would prefer not to receive such communications, please send an email to [metc@metc.net](mailto:metc@metc.net) to advise us of your decision to opt out of email communications.

## **USE AND SHARING OF INFORMATION**

**Use of Personal Consumer Information by Marne Elk Horn:** We may use the PII we collect for any lawful purpose, including to communicate with you, respond to your requests, and analyze and improve our websites, our business and/or our service offerings or services provided or made available to you. We may use this information to send you email newsletters, promotional offers with respect to goods or services of a particular brand or other types of communications on behalf of MARNE ELK HORN and/or its affiliates. All email newsletters and promotional offers will provide you with an opportunity to opt out of receiving future issues of such newsletters or to opt out of receiving future promotional offers relating to specific brands or services. We may also use your PII to send you emails or other communications on behalf of third parties. All such communications will provide you with the opportunity to opt out of receiving future third party offers from Marne Elk Horn. You may also, at any time, opt-out of receiving any third-party offers from this site by sending an email to [metc@metc.net](mailto:metc@metc.net)

**Disclosure of Personal Consumer Information to Other Entities:** Where permitted by law, Marne Elk Horn may disclose aggregated statistics about visitors to its site, along with specific information concerning individual visitors of its site that is not PII, provided that no specific individual can be identified by the information so disclosed. Subject to applicable laws, we may sometimes seek to share the PII we have collected with a third party, and may also sometimes seek to share such PII with companies that are affiliated with Marne Elk Horn. We may sometimes use a third party to provide certain services on our behalf, such as processing transactions, sending emails or performing statistical analyses of activity on this website. In the event that we provide certain of your PII to any such entity, we will require that any such entity maintain the confidentiality of (and not further share) the PII that we have provided to it. We may sometimes share PII with sponsors of promotions on our site, or with sponsors or advertisers of "premium" content. We will always disclose when you are registering for such a promotion or requesting such content. We will not provide PII to any third party for such party's direct marketing purposes without first providing you with an opportunity to opt-out of such disclosures.

**Acquisition of Business:** In the event that Marne Elk Horn is involved in a merger, acquisition, consolidation, restructuring, reorganization, liquidation, sale or similar transaction relating to any portion of its business and/or assets, you hereby acknowledge and agree that the PII relating to visitors of this site may be included in the assets, and/or transferred pursuant to, such transaction. If that occurs, we will post a notice to such effect on this website.

**Legal Process:** We may disclose your PII if we have a reasonable good faith basis to believe that we are required to do so by law, compelled by court order or legal process, or that such disclosure is reasonably necessary and/or appropriate to: (a) protect the rights, property and/or safety of Marne Elk Horn or any other person or entity; or (b) prevent or take action concerning any alleged: (i) illegal activity or (ii) breach of your Terms and Conditions of Service or Acceptable Use Policy applicable to any Marne Elk Horn service or the Privacy and Security Policy of this website.

## **SECURITY OF YOUR INFORMATION**

**Account Security:** Each Marne Elk Horn Internet account has a password that is the key to gain access to the account. The customer who registered the account is solely responsible for all access and actions taken with regard to the account. It is the account owner's responsibility to safeguard the account password and to ensure that Marne Elk Horn's Acceptable Use Policies (AUP) are honored. Marne Elk Horn will hold the account owner responsible for any violations of the AUP. If your password is lost, we will not be able to retrieve it. However, we can assign a new password.

**Company Policies:** Marne Elk Horn maintains reasonable standards of confidentiality and security for this site and the PII collected from this site. The PII you provide is secured using industry standard e-commerce security technology. Marne Elk Horn also restricts its own employees' access to PII. However, it is possible that someone may intercept or access communications, transmissions and/or PII. You must also seek to protect against unauthorized access to any passwords and/or accounts that you use in connection with this website, and you should remember to log off of the website once you have completed your activities on the site or if you have decided to step away from your computer. In the event that Marne Elk Horn determines that there has been a security breach resulting in the unauthorized disclosure of PII to a third party, Marne Elk Horn will notify consumers whose PII has been so disclosed by posting such information on the site and, if email contact is possible, then we would send an email advising of the status.

#### **ACCESSING YOUR INFORMATION**

**Updates and Corrections:** You may update and/or correct the PII collected on the site, or seek to have such information deleted from Marne Elk Horn's records, by contacting us at [metc@metc.net](mailto:metc@metc.net)

#### **CHANGES IN POLICY**

**Policy Subject to Change:** From time to time, this Privacy and Security Policy may change. Marne Elk Horn will post changes to the Privacy and Security Policy at this site. Please review this Privacy and Security Policy often so that you are fully aware of Marne Elk Horn's current policies, including its policies concerning the gathering and use of information that may be collected on our site.