

## **NNB Privacy Policy**

The New Northwest Broadcasters, LLC (NNB) is dedicated to protecting your privacy when using our web sites. Please read this policy to understand how we collect and use information gathered through this Web site, and to understand your rights regarding these practices.

**PERSONAL INFORMATION COLLECTION & USAGE:** NNB may collect personal information from our visitors on a voluntary basis. Personal information may include name, title, company, address, phone number and similar information which identifies you. We collect this information so that you may obtain access to members-only portions of our Web site and/or to receive NNB products and services. We do not sell or rent personal information to other organizations. Where necessary, our site collects credit card information for the purpose of billing the user for requested services. Information collected through the Site may be shared with third parties that provide services on behalf of the site, such as credit card processors. Third parties may only use the data for the purpose for which it was provided.

However, some NNB events or services are co-sponsored or provided in connection with other companies not under the direct control of the NNB. These include seminars, educational events, conferences, newsletters, discussion groups and similar services. Whenever we provide such services, we will disclose the name of our sponsor or provider, and will disclose any NNB information collection and use practices which may differ from those practices set forth in this policy. Co-sponsors of NNB services and events may require registration information from you which will be used by the co-sponsor or its partners to contact you regarding such services or events. When signing up or registering for any such services or events where NNB is not the sole sponsor and provider, you should be aware of any differing privacy practices by our partners and read all disclosures available to you. Though NNB makes reasonable efforts to only work with reputable partners, we cannot control their privacy practices in every instance regarding the personal information you voluntarily provide to them. Personally identifiable information and/or third party personally identifiable information collected through the site will be used to send communications that users have opted into including but not limited to the NNB Informer.

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done by emailing [grove.thomas@nnbradio.com](mailto:grove.thomas@nnbradio.com). Or, contact us by telephone at the contact information listed below.

**AGGREGATE INFORMATION COLLECTION & USAGE:** We may collect information from visitors to our Web site and users of our services in an aggregate, anonymous form, which means that the information will not contain nor be linked to any personal information.

NNB uses this information to measure the use of our Web site and to improve the content of our Web site. Aggregate information may also be compiled based upon personal information. When this information is shared with a third party, it does not contain any personal 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 Web site. Clear gifs (aka Action Tags) are being used to collect the clickstream data. This technology is also being used within html emails for the purpose of tracking open rates. We may use clickstream data as a form of aggregate information to anonymously determine how much time visitors spend on each page of our Web site, how visitors navigate throughout the Web site and how we may tailor our web pages to better meet the needs of visitors. This information may be used to improve our Web site or to share with business partners. Any collection or use of clickstream data will be anonymous and aggregate, and will not contain any personal information.

**CHANGES TO POLICY; OPT-OUT PROCESS:** We reserve the right, at our discretion, to change, modify, add, or remove portions from this policy at any time. Your continued use of our Web site following the posting of any changes to this policy means you accept such changes.

However, if at any time in the future we plan to use personal information in a way that differs from this policy, users will be notified by either 30 days notice displayed prominently on the website or by email. We will provide you the opportunity to opt-out of such differing uses.

By registering with the Web site, you consent to receive information and updates on our services directly from NNB. You may opt-out of such communications by sending an email to [grove.thomas@nnbradio.com](mailto:grove.thomas@nnbradio.com), by following unsubscribe procedures on the Web site or by following the unsubscribe instructions within each email.

**COOKIES:** "Cookies" are pieces of information that may be placed on your computer by a web site for the purpose of facilitating and enhancing your communication and interaction with that web site. Many web sites use cookies for these purposes. We, and any third parties that place materials on the Web site, may use cookies to customize your visit to the Web site and for other purposes 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 Web site, but it may interfere with some of its functionality. We do not use cookies to retrieve information from your computer for purposes that are unrelated to the Web site or your interaction with the Web site. We may use a third-party advertising company to serve ads when you visit our Web site.

This company may use information (not including your name, address, email address or telephone number) about your visit to this Web site in order to provide advertisements about goods and services that may be of interest to you. In the course of serving advertisements to this site, our third-party advertiser may place or recognize a unique "cookie" on your browser.

We may use a third-party site measurement service to measure our Web site traffic. This company may use information (not including name, address, email address or telephone number) about your visit to this Web site in order to help NNB improve the Web site content and navigation..

**OTHER WEB SITES:** Our Web site may contain links to other web sites not maintained by NNB, including in connection with NNB co-sponsored events, publications, newsletters and other services. Other web sites may also reference or link to our Web site. Clicking a link on our Web site may bring you to a third party web site.

We encourage you to be aware when you leave our Web site and to read the privacy statements of each and every web site that you visit. We are not responsible for the privacy practices or the content of such other web sites.

**SECURITY:** The security of your personal information is very important to us. We have put in place appropriate physical, electronic, and managerial procedures to safeguard the information we collect. Only those employees who need access to your information in order to perform their duties are allowed access to your personal information. However, due to the inherent open nature of the Internet, we cannot guarantee that communications between you and NNB, and NNB and you, will be free from unauthorized access by third parties such as hackers and your use of the Web site demonstrates your assumption of this risk.

**WEB SITE LEGAL DISCLAIMER:** Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such an action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site. **IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS YOU MAY NOT ACCESS OR OTHERWISE USE THE WEB SITE.**

**CONTACT:** For questions or concerns relating to privacy, we can be contacted at: [grove.thomas@nnbradio.com](mailto:grove.thomas@nnbradio.com) or 406.238.1000 or by mail at 222 N. 32<sup>nd</sup> Street, 10<sup>th</sup> Floor, Billings, MT 59101.