

Privacy Policy

This Privacy Policy describes the manner in which TargetReply.com collects and uses information obtained through the TargetReply.com website. This Privacy Policy applies only to the "online" collection and use of information through the TargetReply.com website. This Privacy Policy does not describe the ways in which Target Reply Media, which operates the TargetReply.com website, may collect or use information obtained through means other than the TargetReply.com website. Any questions regarding this Privacy Policy should be directed to TargetReply.com at Legal@TargetReply.com.

Collection and Use of Information

The information gathered by TargetReply.com generally falls into one of two categories:

1. Information You Provide to Us.

TargetReply.com may collect and store information that you voluntarily supply either while on the TargetReply.com website or in responding, via email, to a feature provided on the TargetReply.com website. Some examples of this type of information include the information you electronically submit (such as your name or email address) when you register for surveys, sweepstakes or contests on the TargetReply.com website, information that you post on message boards on the TargetReply.com website, or information contained in search requests or questions that you submit to the TargetReply.com website. If you decide not to supply or provide TargetReply.com with certain information while using the website, TargetReply.com may not be able to provide you with some services that are dependent on the collection of this information. Some specific ways in which we collect and use information you supply to us include:

Email Newsletters

TargetReply.com you may be asked whether you would like to receive the TargetReply.com or other email newsletters. These newsletters contain information such as new coupons available on TargetReply.com and occasionally provide notices of special events. If you do not wish to receive the TargetReply.com email newsletter, simply "opt-out" by emailing OptOut@TargetReply.com and enter "Unsubscribe" into the subject line.

2. Information that is Automatically Collected.

TargetReply.com also collects and stores information that is generated automatically as you navigate through the TargetReply.com website. For example, to enhance your experience on the TargetReply.com website, TargetReply.com uses a standard feature found in Internet browser software called a "cookie". Cookies are small files that your web browser places on your hard drive for record keeping purposes. By showing how and when visitors use the TargetReply.com website, cookies help track user trends and patterns. They also prevent you from having to re-enter your preferences on certain areas of the TargetReply.com website where you have entered preference information before. TargetReply.com also uses web beacons (also known as "single-pixel GIFs") to access cookies and to count users who visit our web pages or open our HTML-formatted email messages. Another example of information that TargetReply.com automatically collects, but does not store, as you navigate the TargetReply.com website is limited information about your connection to the Internet, including your IP address. (Your IP address is a number that lets computers attached to the Internet know where to send you data.) Your IP address does not identify you personally. We use the information we automatically collect to deliver our web pages to you upon request, to tailor our sites to the interests of our users, and to measure traffic within our website.

Information About Children's Online Privacy

TargetReply.com does not market its services to children under the age of 13 and does not operate a children's area likely to be of special interest to children. TargetReply.com does not knowingly allow anyone under the age of 13 to register with TargetReply.com or to otherwise disclose personally identifiable information on our website, or to access those features that require registration. Children should always get permission from their parents before sending any information about them over the Internet.

Information Sharing with Third Parties

To make the site more valuable to our visitors, occasionally we may offer some additional features in conjunction with other third party service providers. TargetReply.com will not disclose the information that it collects online from you to allow third parties to use such information to mail or email other promotional offers directly to you unless you have permitted TargetReply.com to disclose such information for the purposes of receiving promotional offers from such third parties. If you choose to receive these promotional offers, then your information may be used for direct mail or email marketing. In addition, the TargetReply.com website includes links to other sites and provides access to products and services offered by third parties, whose privacy policies are separate from this Privacy Policy. When you provide information in the course of obtaining third party products or services through TargetReply.com, the use of any information you provide may be governed by the privacy policy of the provider of those third party products or services, even if it appears that you are on TargetReply.com branded pages throughout the transaction. The third party provider's privacy policy may differ from ours and you should contact the third party provider if you have any questions about its privacy practices. Please take special care at all times to be aware of which privacy policy governs your activity on the Internet.

Disclosure of Certain Information to Advertisers

We may, at times, present information to our advertisers, but only in the form of aggregated statistics on traffic to various pages within TargetReply.com. TargetReply.com does not sell to, or share with, third parties, any personally identifiable information of its members.

Other Disclosures

We may occasionally release information about our visitors in order to comply with law, to enforce our Visitor Agreement, or to protect the rights, property, safety of visitors to our site, or customers, the public or TargetReply.com. As our business grows, we may buy or sell various assets. In the unlikely event that another company acquires TargetReply.com, one of its lines of business, or substantially all of its assets, information on our visitors would be among the transferred assets.

Protection of Your Information

All information gathered on our site is stored within a TargetReply.com-controlled database accessible only to TargetReply.com. However, as effective as any security measure may be, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet.

Changes to this Privacy Policy

We are continually making changes and improvements to the services we offer through TargetReply.com. If we need to change our Privacy Policy at some point in the future, we will post the changes before they take effect. If you have any questions about the TargetReply.com Privacy Policy, please contact Legal@TargetReply.com.

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