

Privacy Statement

This Privacy Policy Statement sets forth the privacy policy pertaining to use of Word Press for Broadcasters / Businesses (WPB™), the proprietary Software added to the instances of Word Press installed on servers controlled by InterTech. WPB provides an online service that allows you to post and manage Content on websites (the "Site" or "Sites"). WPB (the "Software" or "WPB") is developed and operated by InterTech Media, LLC ("InterTech"). By using WPB, you expressly accept and agree to be bound and abide by the terms set forth in this Privacy Policy Statement, and consent to the collection, processing, storage and other uses of information for the purposes and in the manner described below. The terms "we," "us" and "our" as used in these Privacy Policy refer to InterTech. We may refer to you, as "user", "you" or "your".

For other terms and conditions that apply to your use of the Software, please review our [Terms of Use](#). Any terms that are not defined in this Privacy Policy Statement shall have the meaning given in the Terms of Use.

This Privacy Policy Statement does not apply to the practices of third parties, including but not limited to, any third party websites, services and applications ("Third Party Services") that you elect to access through the Software or the Sites, or to any individuals with whom you may choose to share your information. InterTech does not take responsibility for the content or privacy policies of those Third Party Services or the activities of any individuals that InterTech does not manage or employ. We encourage you to carefully review the privacy policies of all Third Party Services you access through the Software and the Sites and to be prudent with the information that you elect to share with others.

Collection & Use of Personal Information

For purposes of this Privacy Policy Statement, "Personal Information" means any information provided to us directly or via the Software which can personally identify a person, and may include name, address, telephone number or e-mail address. As per our Terms of Use, this Software is not available to minor children (normally under 18 years of age); if we become aware that a minor child has provided us with Personal Information, we will delete such information from our servers.

InterTech uses your Personal Information only when you submit it to us, such as when registering for an account or when we respond to a question you ask or to suggestions or comments you email to us.

As a registered user, you may be able to link to Third Party Services. In order to do so, you will provide us with your username or other user ID on each of the Third Party Services that you choose to link to. You may also be required to engage in an authorization process with each of those Third Party Services, where we receive a token that allows us to access those accounts so that we can, for example, when you choose, post your content, or links to your content, to those services. We do not receive or store your passwords for your Third Party Service accounts.

We do not sell or otherwise share subscriber lists or Personal Information. We may disclose Personal Information to contractors and service providers only if and in so far as this is necessary for technical administration and maintenance of our Software and the Sites. In addition, although we make every effort to preserve user privacy, we may need to disclose Personal Information when required by law or to comply with a judicial proceeding, a subpoena, a court order, or other legal process.

Your Sharing of Information

Registered users of the Software will be able to share their Personal Information using certain features of the Software. In addition to postings that you publish to the Sites as a user or using Third Party Services, please keep in mind that your content may be published in a manner which is subject to indexing by third party search engines. You should assume that anything you yourself publish will have a wide public audience, and that your published content may continue to exist and even be redistributed by others or retained indefinitely, including in our system servers, even if you terminate your account with us.

Non-Personal Information Collected

We collect information about how people use the Software and the Sites, but this information does not include any data that personally identifies anyone. Rather, this information includes general usage information, and may include information such as the number and frequency of visitors, which pages or features of the Software and the Sites they have visited, which links they have clicked on, and the length of those visits. We may also look for and tag keywords and subjects in user content, so that we can track interest levels and rank those interests. Additionally, we may collect information related to location, such as by converting an IP address into a geographic location, as well as information related to a mobile device if used to access the Software or the Sites in that manner, such as by converting the GPS signals sent by the mobile device or using sensor data from the device that may, for example, provide information on nearby Wi-Fi access points and cell towers. We may also use third party applications and services to collect and analyze this information. The information we collect in this manner enables us and third parties authorized by us to figure out how individuals use the Software and the Sites so that we can analyze, improve and personalize them. The collection of this information permits advertisers to target ads to the Sites. Ad targeting is fully automated, does not involve information that personally identifies anyone and no humans read content in order to target ads. Some of this information may be associated with the IP Address (as defined below) used to access the Software or the Sites, and some may be associated with your registered account, such as the topics searched for and web pages visited or link to through the Software and the Sites. We may also use some of this information in aggregate form -- as a statistical measure related to all users of the Software and Sites -- and again this collection of data would not identify anyone personally.

Information Collected Using Cookies. Cookies are pieces of text that may be sent to and saved by a web browser when accessing the Software or a Site; your web browser stores these cookies in a way associated with each website visited, and you can see your cookies through your browser settings. We use cookies to enable our servers to recognize web browser and tell us how and when the Software or Sites are used. Our cookies do not, by themselves, contain information that personally identifies anyone, and we don't combine the general information collected through cookies with other such information to identify anyone. However, we do use cookies to identify that you have logged in and that your web browser has accessed aspects of the Software, and we may associate that information with your account. This information, in turn, is sometimes used to personalize experiences using the Software or the Sites. Most web browsers have an option for turning off the cookie feature, which will prevent a browser from accepting new cookies, as well as (depending on the sophistication of the web browser software) allowing the user to decide on acceptance of each new cookie in a variety of ways. While rejecting a cookie will not normally affect browsing or ability to access the features on our Software, you may be required to re-enter certain information when you return to the Software. Some Third Party Services that we use may also place their own cookies on your browser, and individual blogs on our network may contain code that places their own cookies. Note that this Privacy Policy covers our use of cookies only and does not cover the use of cookies by any third parties.

Information Collected Using Web Beacons. We also may use electronic image requests (also called "web beacons" or "single-pixel gifs") to count page views and to access cookies. The web beacons do not collect, gather, monitor or share any Personal Information; they are just used to compile anonymous information about Site usage.

Site Analytics. InterTech may use a web analytics program or service that uses “cookies”, which are text files placed on a computer, to analyze how visitors use a website. No Personal Information is used by any such program or service in making this statistical analysis for us.

International Users

If you are located outside of the United States, please note that this Software is hosted on our computer servers in the United States. Therefore, your information may be transferred to and maintained in the United States, where the privacy laws may not be as protective as those in your jurisdiction. Additionally, United States federal and state governments, courts, or law enforcement or regulatory agencies may be able to obtain disclosure of your information through laws applicable in the United States. Your use of the Software or your submission of any Personal Information to us will constitute your consent to the transfer of your Personal Information outside of your home country to our servers.

Special Notes

Modifications to this Policy. This Privacy Policy Statement is effective on August 15, 2014. If elements of our Privacy Policy change, we will modify this Privacy Policy Statement accordingly. You should check this page periodically for changes: www.vortalcms.com/privacypolicy . Your continued use of this Site following the posting of changes to this Privacy Policy Statement will mean that you accept those changes.

Compliance: If you have questions about this Privacy Policy, or if you believe that we are not following the policy as it is set forth here, you may contact us as follows:

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