

PRIVATE POLICY

A Privacy Policy Statement from **Westport Communications LP (“Westport”)**

The following discloses information gathering and dissemination practices for Westport’s website.

- **The Information We Collect**

When you browse Westport’s web site, you do so anonymously. At our web site, you can enter contests, vote in polls or otherwise express an opinion, join our listener club, or participate in one of our online forums or communities. In connection with such activities, we may request that you voluntarily supply us with personally identifiable information. The types of personally identifiable information that may be collected at these pages include: name, address, zip code, email address, telephone number, fax number, gender, birth date and information about your interests in and use of various products, programs and services. In addition, our web site offers the ability to integrate with third party social media sites, in which case you may have an opportunity to voluntarily provide additional identifiable information (e.g. your third party social network profile name).

On Westport’s web site, only persons who provide us with the requested personally identifiable information will be able to participate in programs and services or otherwise participate in the site’s activities and offerings. We generally provide listener club members access to certain listener club data online. A listener club member may change, update or add additional information about themselves online through the applicable web site.

We also may collect certain non-personally identifiable information when you visit many of our web pages such as the type of browser you are using (e.g. Firefox or Internet Explorer), the type of operating system you are using, (e.g. Windows XP or Mac OS), the domain name of your Internet service provider (e.g. Verizon or Comcast) and the search engine from which you were directed (e.g. Google or Yahoo).

- **How We Use the Information**

If you provide us with your email address, or have done so in the past, we may send you email offers, surveys, newsletters, or other types of contacts. These are based on information you provided in your membership application, registration forms in surveys, from information that may indicate purchasing preferences and lifestyle, as well as information available from external sources, such as census bureau data. If you have signed up to receive our emails and prefer not to receive marketing information from this site, follow the “unsubscribe” instructions provided on any marketing email you receive from this site.

We sometimes use this information to communicate with you, such as to notify you when you have won one of our contests or to fulfill a request by you for an online newsletter.

Westport's web site integrates with social media sites (e.g. Facebook), your profile picture and profile name may be displayed on Westport's web site.

In the event that Westport Communications LP is involved in a sale of a substantial portion of our business assets, all listener/customer information may be among the transferred assets.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to enable us to personalize your Internet experience. We may also use this information in the aggregate to analyze site usage, as well as to offer you products, programs or services.

Although we take appropriate measures to safe guard against unauthorized disclosures of information, we cannot assure you that personally identifiable information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

The date you provide is used to enhance the services we offer. As a result of providing personal information, Westport can provide a more customized online experience, making your interaction with us more productive, helpful and fun. You can also expect to receive occasional communications targeted directly toward your lifestyle interests.

Finally, we may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, or as otherwise required by law. In addition, we may transfer information about you if we are acquired by or merged with another company.

- **Cookies & Web Beacons**

To enhance your experience with our site, many of our web pages use "cookies." Cookies are text files we place in y our computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at our site. Once you choose to furnish the site with personally identifiable information, however, this information may be linked to the date stored in the cookie.

We use cookies to understand site usage and to improve the content and offerings on our site. For example, we may use cookies to personalize your experience at our web pages (e.g. to recognize you by name when you return to our site) and save your password in password protected areas. We may also use cookies to offer you products, programs or services.

"Web Beacons" or clear.gifs are small pieces of code placed on a web page to monitor the behavior and collect date about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We may use web beacons on this site from time to time for this and other purposes.

- **Collection of Information by Third-Party sites, Ad Servers and Sponsors**

Westport's web site contains links to other sites whose information practices may be different than ours. Visitors should consult the other sites' privacy policy as Westport has no control over information that is submitted to, or collected by, these third parties.

The Westport site covered by this Privacy Policy sometimes may offer content (e.g. contests, sweepstakes, or promotions) that are sponsored by or cobranded with identified third parties. Information collected by Westport in connection with entering, voting or otherwise participating in any contest, sweepstakes, or promotions, may be shared with sponsors of such contests. By entering, voting or otherwise participating in such contests, you are consenting to us sharing this information with such contest sponsors who may contact you directly. Westport has no control over these third parties' use of this information.

Westport's site covered by this Privacy Policy may use a third party to present or serve the advertisements that you may see on our web site. These third party ad server may use cookies, web beacons, clear.gifs or similar technologies to help present such advertisements and to help measure and research the advertisements' effectiveness. The use of these technologies by these third party ad servers is subject to their own privacy policy and is not covered by our privacy policy. For more about third-party ad servers visit the Network Advertising Initiative's web site at www.networkadvertising.org.

- **Note for Parents**

Westport does not knowingly solicit data from children, and we will not knowingly market to children. Westport adheres to the Children's Online Privacy Protection Act ("COPPA"). Westport's web site is a general audience web site and is not directed to children, including children under the age of 13. It is our policy to discard any information which is obtained from any child who is under the age of 13.

- **How to Contact Us**

For instruction on how you can access the personally identifiable information that this web site has collected about you online, how to correct factual errors in such information, or if you have any questions or concerns about this Privacy Policy or its implementation you may contact us at:

Westport Communications LP
8 Enon Street
Beverly, MA 01915
Att: Internet Privacy Manager

Or via email at privacy@wboq.com (For spam filtering purposes, only email with the subject line "**Westport Privacy Request**")

- **Updates & Effective Date**

From time to time, we may update this Privacy Policy. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it and to whom we disclose it.

