

# PLAYER MAP X-RAY

## Privacy and Security Policy

Welcome to [www.playermapxray.com](http://www.playermapxray.com), home of PLAYER MAP X-Ray ("PMX"), owned and operated by PLAYER MAP, Inc. ("PM"). PM values the privacy of each user who accesses our website, and we have adopted this Privacy and Security Policy ("Policy") to disclose our data collection and disclosure policies and practices for this website and all related web pages (the "Site"). Please contact us should you have questions regarding this Policy at [pmx@playermap.com](mailto:pmx@playermap.com)

### Consent

By using the Site, you consent to this Policy. If you do not consent to this Policy, please refrain from use of the Site. All information gathered from the Site, including any information specifically relating to you, will be stored and processed in the United States. If you access the Site from a location other than the United States, your use of the Site constitutes consent to the transfer of your information to the United States.

### Security of Your Information

Your PMX account is protected via a login and password which you create, and all login, password and PMX data is secured via SSL encryption site wide. PMX is provided as a Subscription, and CANNOT BE SHARED OR ACCESSED BY ANYONE OTHER THAN USER (i.e. 1 PMX Subscription for 1 PMX User), so only you can access and modify your PMX account. Accordingly, you have the responsibility to safeguard all PMX login and password information, so no other person can access your account. PM saves your personal information in a secure environment so that you can easily use our services upon return visits. PM may retain information we gather about you indefinitely.

### Collection and Use of Information

**Personal Information.** PM collects personal information from users only on a voluntary basis. When creating an account on the Site, we ask each user to provide the user's name, address, e-mail address, phone number and company name. If not a "guest", each user will have a username and password associated with their personal information. We use your personal information to provide services you request through the Site, to operate and improve the Site, to improve existing or introduce new services, and to create a positive user experience. From time-to-time, we may also use information we gather to inform you of new products or services; however you may opt-out of such communications if you prefer not to receive them. To opt-out of any such e-mail communications from PM, please follow the opt-out instructions in the e-mail or send your request to opt-out to [pmx@playermap.com](mailto:pmx@playermap.com). We will use telephone numbers only to contact you with information regarding purchases or at your request. Payment for services is processed by PayPal, and PM does not collect any personal financial information.

**Non-Personal & Anonymous Information.** Regardless of whether you register with the Site, PM collects non-personal and anonymous information from all our users to be used in an aggregate fashion. This information helps us to determine how we can create a better experience for our users. Accordingly, PM collects system-related information (such as an IP address, browser type, operating system type, and pages accessed) to be used for system administration purposes, to help diagnose problems with our servers, to monitor traffic patterns, to determine which services are used most frequently, and to assess site usage.

### Disclosure of Your Information

PM does not sell or rent your personal information to third parties; however, PM may share your personal information with third parties as explained in this Policy. To provide products or services you request, PM shares your personal information with third parties in an effort to satisfy your request. For example, if you wish to purchase products or services through the Site, we may share your personal information with suppliers so that your purchase can be processed. We may also disclose your personal information to entities employed to perform functions on our behalf. If one of PM's business lines or the entire business is acquired or transferred, whether by merger, consolidation or purchase of a substantial portion of assets, PM may disclose and transfer your personal information to such third party. In addition, if PM becomes the subject of a bankruptcy or insolvency proceeding, whether voluntary or involuntary, PM or its trustee in bankruptcy may sell, assign, license or otherwise transfer your personal information in a transaction approved by the appropriate court.

PM may disclose your personal information to third parties when we believe, in good faith and in our sole discretion, that such disclosure is reasonably necessary to: (a) enforce or apply the terms of this terms and conditions of this Site; (b) comply with legal or regulatory requirements; (c) protect the rights, property or safety of PM, our users or other third

parties; or (d) prevent a crime or protect national security. PM may disclose de-identified aggregate information to its clients, business partners, merchants, advertisers, potential advertisers, investors, potential buyers and other third parties if PM deems such disclosure, in its own discretion, to have sound business reasons or justification.

### **Third Party Sites**

The Site may contain links to other websites over which we have no control. PM is not responsible for the privacy practices or policies of other websites and entities, even if another website is accessed or linked to or from the Site. We encourage you to review the privacy policies and terms and conditions of such websites so that you can understand how those entities collect, use, and share your information. This Policy applies only to the Site and information that PM collects on this Site. The Policy does not apply to any information that PM may collect by alternative means or media.

### **Cookies**

The Site uses cookies. A cookie is a small text file that is recorded on your hard drive by a web page server. It is not used to deliver viruses or other harmful programs to your computer. Rather, cookies enable PM to recognize a user without requiring the user to repeatedly log in when using the Site or other PM websites. Additionally, cookies allow PM to monitor traffic patterns and site usage, which help make the Site more useful. Please note that most browsers can be set to accept or decline cookies. You also may be able to modify your browser setting to notify you each time a cookie is created and permit you to accept or decline cookies on an individual basis or to accept cookies from websites that meet certain disclosure and use specifications. However, please be advised that declining cookies may hinder performance of the Site and thereby negatively impact your experience using the Site if cookies are ever used on the Site. Anonymous aggregate information collected on the Site may be used to provide advertisements of products or services that may interest you. When you click on any of these advertisements, a cookie may be placed on your computer by a third party. Use of this cookie would be subject to the third party's privacy policies; however, please note that these third parties and third party advertisers would not have access to PM cookies placed on your computer.

### **Unauthorized Access**

Although PM has implemented extensive physical and technical measures to help protect your information, no technical measures are guaranteed to completely prevent unauthorized access, use, or disclosure, and PM makes no such guarantees.

### **Children**

The Site is not intended for children. PM does not knowingly or specifically collect personal information from users under 18 years of age or authorize such users to use the Site or PM services. However, adults with custodial care of a minor may use the Site for entering a purchase order on behalf of the minor. If PM becomes aware that it has collected personal information from a user under 18 years of age, it retains the right to take steps to delete such information from its database.

### **Policy Changes**

We reserve the right to change this Policy at any time and for any reason. In particular, PM may modify this Policy from time-to-time to reflect changes in the way we collect, use or disclose information or to reflect changes in privacy laws, regulations and/or industry standards. We reserve the right to make the revised policy effective for information we already have about you as well as information received in the future. Accordingly, we encourage you to review this Policy from time to time in the future. Your continued use of the Site following changes to this Policy indicates your acceptance of those changes.

### **Applicable Law and Website Terms and Conditions of Use**

This Policy is governed by the laws of the State of Wisconsin, without regard to conflicts of law principles. This Policy is further incorporated into by reference and made an integral part of the PM Website Terms and Conditions of Use ("Terms") that you have accepted in accessing this Site. All disputes arising hereunder shall be resolved in accordance with the dispute resolution procedures set forth in the Terms.

### **Viewing Information**

You may view and edit your personal information online through your account on the "My Account" page ("My Profile" page in the PLAYER MAP X-Ray for Salesforce.com<sup>®</sup> version) on [www.playermapxray.com](http://www.playermapxray.com) or by contacting PM at [pmx@playermap.com](mailto:pmx@playermap.com).