



PRIVACY & SECURITY POLICY

Welcome to www.playermapxray.com, owned and operated by PLAYER MAP, Inc. ("PLAYER MAP"). PLAYER MAP values the privacy of each user who accesses our website. 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 pm-x@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.

Third Party Sites

The Site may contain links to other websites over which we have no control. PLAYER MAP 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 PLAYER MAP collects on this Site. The Policy does not apply to any information that PLAYER MAP may collect by alternative means or media.

Collection and Use of Information

Personal Information. PLAYER MAP 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 PLAYER MAP, please follow the opt-out instructions in the e-mail or send your request to opt-out to pm-x@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 PLAYER MAP does not collect any personal financial information.

Non-Personal & Anonymous Information. Regardless of whether you register with the Site, PLAYER MAP 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, PLAYER MAP 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

PLAYER MAP does not sell or rent your personal information to third parties; however, PLAYER MAP may share your personal information with third parties as explained in this Policy. To provide products or services you request, PLAYER MAP 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 PLAYER MAP's business lines or the entire business is acquired or transferred, whether by merger, consolidation or purchase of a substantial portion of assets, PLAYER MAP may disclose and transfer your personal information to such third party. In addition, if PLAYER MAP becomes the subject of a bankruptcy or insolvency proceeding, whether voluntary or involuntary, PLAYER MAP or its trustee in bankruptcy may sell, assign, license or otherwise transfer your personal information in a transaction approved by the appropriate court.

PLAYER MAP 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 PLAYER MAP, our

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

Security of Your Information

Your PM-X account is protected via password, with all login data secured via SSL encryption. PM-X is purchased as a Subscription, and CANNOT BE SHARED OR ACCESSED BY ANYONE OTHER THAN USER (i.e. 1 PM-X Subscription for 1 PM-X User), so only you can access and modify your profile. Accordingly, you have the responsibility to protect and maintain the confidentiality of your password, so no other person can access your account. PLAYER MAP saves your personal information in a secure environment so that you can easily use our services upon return visits. PLAYER MAP may retain information we gather about you indefinitely. Although PLAYER MAP has implemented various measures to help protect your information, no technical measures are guaranteed to completely prevent unauthorized access, use, or disclosure, and PLAYER MAP makes no such guarantees.

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 PLAYER MAP to recognize a user without requiring the user to repeatedly log in when using the Site or other PLAYER MAP websites. Additionally, cookies allow PLAYER MAP 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 PLAYER MAP cookies placed on your computer.

Children

The Site is not intended for children. PLAYER MAP does not knowingly or specifically collect personal information from users under 18 years of age or authorize such users to use the Site or PLAYER MAP services. However, adults with custodial care of a minor may use the Site for entering a purchase order on behalf of the minor. If PLAYER MAP 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, PLAYER MAP 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 PLAYER MAP 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 on www.playermapxray.com or by contacting PLAYER MAP at pm-x@playermap.com.