

Lehigh Valley Idol Privacy Notice

Updated as of March 16, 2008

Lehigh Valley Idol Privacy Policy

Lehigh Valley Idol is committed to providing a fun, entertaining (“G” rated), and safe website for people of all ages, gender, religious background and ethnicity. We are dedicated to safeguarding any personal information collected online and to helping parents and children learn how to exercise control over personal information while exploring the Internet. Because many of our visitors to this site are children, we take care to ensure that our content is suitable for children. In addition, we take special measures to help children protect their privacy while online. For example, we do not ask children to disclose more personal information than is necessary for them to participate online.

To help ensure a rewarding online experience for our visitors – and for the parents of our young visitors – we provide you with this summary of information practices.

As we continue to offer our visitors new and different types of content and services, we may modify our practices from time to time. However, we will retain all personal information we collect in accordance with the privacy notice in effect at the time the information is collected.

Personal Information

- **Non-Account Activity.** You can watch videos on Lehigh Valley Idol without having a Lehigh Valley Idol Account or a Google Account. You can also contact us about a particular video without having a Lehigh Valley Idol Account or a Google Account.
- **Account-Related Activity.** Certain other activities on Lehigh Valley Idol-like uploading videos, posting comments, flagging videos, or watching restricted videos-require you to have a Lehigh Valley Idol Account or a Google Account. We ask for some personal information when you create a Lehigh Valley Idol Account or a Google Account, including your email address and a password, which is used to protect your account from unauthorized access. A Google Account allows you to access many of our services that require registration.
- **Usage Information.** We may record information about your usage, such as when you use Lehigh Valley Idol, favorites you subscribe to, groups, the contacts you communicate with, the videos you watch, and the frequency and size of data transfers, as well as information you display or click on in Lehigh Valley Idol (including UI elements, settings, and other information). If you are logged in, we may associate that information with your account. We may use clear GIFs

(a.k.a. "Web Beacons") in HTML-based emails sent to our users to track which emails are opened by recipients.

- **Content Uploaded to Site.** Any personal information or video content that you voluntarily disclose online (on discussion boards, in messages and chat areas, within your playback or profile pages, etc.) becomes publicly available and can be collected and used by others.

Uses

- If you submit personally identifiable information to us through the Lehigh Valley Idol Sites, we use your personal information to operate, maintain, and provide to you the general and personalized features and functionality of the Lehigh Valley Idol Sites, and to process any flagging activity or correspondence you send to us.
- At Lehigh Valley Idol, the only personally identifiable information we collect from those persons aged 17 years and under is a parent's valid email address. This information must be obtained to register with Lehigh Valley Idol. To protect your child's privacy and security, we will take reasonable steps to help verify your identity before granting you access to the personal information that we collect and maintain about your child.
- Your account name (not your email address) is displayed to other Users when you upload videos or send messages through the Lehigh Valley Idol Sites and other Users can contact you through messages and comments. Any videos that you submit to the Lehigh Valley Idol Sites may be redistributed through the internet and other media channels, and may be viewed by the general public. If you have enabled Active Sharing, other users may see that you, as identified by your account name (not your email address) are watching the same video.
- We do not use your email address or other personally identifiable information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. We may, however, use your email address without further consent for non-marketing or administrative purposes (such as notifying you of major Lehigh Valley Idol Site changes or for customer service purposes).
- We use both your personally identifiable information and certain non-personally-identifiable information (such as anonymous user usage data, cookies, IP addresses, browser type, "clickstream" data, etc.) to improve the quality and design of the Lehigh Valley Idol Sites and to create new features, promotions, functionality, and services by storing, tracking, analyzing, and processing user preferences and trends, as well as user activity and communications.
- We use cookies, clear gifs, and log file information to: (a) store information so that you will not have to re-enter it during your visit or the next time you visit the Lehigh Valley Idol Sites; (b) provide custom, personalized content and information; (c) monitor the effectiveness of our marketing campaigns; (d)

monitor aggregate metrics such as total number of visitors, pages viewed, etc.; and (e) track your entries, submissions, and status in promotions, sweepstakes, and contests.

Your Choices

- You may, of course, decline to submit personally identifiable information through the Lehigh Valley Idol Sites, in which case you can still view videos and explore the Lehigh Valley Idol Sites, but Lehigh Valley Idol may not be able to provide certain services to you.
- You may update or correct your personal profile information and email preferences at any time by visiting your account profile page.
- You may clear your viewing history at any time through the "Viewing History" feature.

Third Party Advertisers, Links to Other Sites

Lehigh Valley Idol allows other companies, called third-party ad servers or ad networks, to serve advertisements within the Lehigh Valley Idol Sites. These third-party ad servers or ad networks use technology to send, directly to your browser, the advertisements and links that appear on Lehigh Valley Idol Sites. They automatically receive your IP address when this happens. They may also use other technologies (such as cookies, JavaScript, or Web Beacons) to measure the effectiveness of their advertisements and to personalize the advertising content you see.

Lehigh Valley Idol does not provide any personally identifiable information to these third-party ad servers or ad networks without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. However, please note that if an advertiser asks Lehigh Valley Idol to show an advertisement to a certain audience (for example, men ages 18-34) or audience segment (for example, men ages 18-24 who have viewed certain areas of content) and you respond to that advertisement, the advertiser or ad-server may conclude that you fit the description of the audience they are trying to reach. The advertiser may also use information regarding your user of the Lehigh Valley Idol Sites, such as the number of times you viewed an ad (but not any personally identifiable information), to determine which ads to deliver to you.

You should consult the respective privacy policies of these third-party ad servers or ad networks for more information on their practices and for instructions on how to opt-out of certain practices. Lehigh Valley Idol's privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites.

Effective Date

The privacy policy set out above is effective as of March 16, 2008 and applies to all information previously obtained by Lehigh Valley Idol. Lehigh Valley Idol reserves the right to change its privacy policy at its sole discretion. Lehigh Valley Idol users will be informed of any such change by Lehigh Valley Idol posting a new privacy policy on the Lehigh Valley Idol website. The effective date of any change of privacy policy will be clearly marked.