

## **INTRODUCTION**

This Privacy Policy describes our practices in connection with information collected through services such as websites, mobile sites, applications ("apps"), and widgets (collectively, the "Roadside Attraction Services"). By using Roadside Attraction Services, you agree to the terms and conditions of this Privacy Policy.

This Privacy Policy applies to all users, including both those who use the Roadside Attraction Services without being registered with or subscribing to a Roadside Attraction Service and those who have registered with or subscribed to a Roadside Attraction Service. This Privacy Policy applies to our collection and use of your personal information (i.e., information that identifies a specific person, such as full name or email address).

## **WHAT INFORMATION IS COLLECTED**

### **Information You Give Us**

You provide most such information when you search, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form. As a result of those actions, you might supply us with such information as your name, address, and phone numbers.

### **Automatic Information**

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform; and the phone number you used to call our number. We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our Web site for fraud prevention and other purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page. We may also collect technical information to help us identify your device for fraud prevention and diagnostic purposes.

### **Mobile**

Most mobile devices provide users with the ability to disable location services. Most likely, these controls are located in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or your device manufacturer.

**Information from Social Media.** If you access or log-in to a Roadside Service through a social media service or connect a Roadside Service to a social media service, the information we collect may also include your user ID and/or user name associated with that social media service, any information or content you have permitted the social media service to share with us, such as your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you access the Roadside Services through social media, you are authorizing Roadside to collect, store, and use such information and content in accordance with this Privacy Policy.

## **HOW IS THE INFORMATION USED**

We share customer information only as described below within Roadside and with companies that either are subject to this Privacy Policy or follow practices at least as protective as those described in this Privacy Policy.

- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Business Transfers:** As we continue to develop our business, we might sell or buy subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Policy (unless, of course, the customer consents otherwise). Also, in the unlikely event that Roadside Attractions, or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.
- **Protection of Roadside Attractions and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our contractual agreements; or protect the rights, property, or safety of Roadside, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this Privacy Policy.
- **With Your Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

### **How Secure Is Information About Me?**

- We provide physical, electronic, and procedural safeguards to protect information. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

### **Children**

Except where otherwise indicated, we do not knowingly collect or store any personal information from children under 13. If a parent or guardian becomes aware that his or her child under 13 has provided us with information without his or her consent, he or she should contact us at [info@roadsideattractions.com](mailto:info@roadsideattractions.com). As required by law, we will delete such information from our files within a reasonable time.

### **Tracking, Cookies and Ads**

We may use the information we collect about your use of online services from your browsing behavior to provide you with online advertisements that might be relevant to you. You can opt out of this “targeted advertising”. The effect of opting out is controlled by third parties; they may still collect your usage information for analytic, research or internal operations purposes.

Cookies/ tracking technologies are used on some of our online services to serve ads, perform analytics, and make the online services as interesting as possible to you. By using our online services you are consenting to the use of these cookies/tracking technologies but you do have choices about cookies/tracking technologies. Some online services may not be available or there may be impact on functionality when you make these choices.

### **CONTACT US**

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