

***WGYL-FM* - *93.7 the Breeze* ("STATION") AND *wgylfm.com* ("SITE") PRIVACY POLICY
(Last updated: *3/17/2008*)**

Treasure and Space Coast Radio PRIVACY POLICY

997WJKD.COM, WGYLFM.COM, WTTBAM.COM, WOSNFM.COM ("Site," "us," or "we") is the official websites for Treasure and Space Coast Radio , Vero Beach, FL ("Station"). This site is owned and operated by Treasure & Space Coast Radio ("Owner and Operator").

Your privacy is very important to us. Because we gather certain types of personally identifiable information ("personal information") from users of our website and for various station activities, operational and business purposes, we feel you should know how we collect, use, disclose, manage, and store the personal information that you may voluntarily provide us and the personal information that is collected passively through the use of cookies or image tags on our website. This *Privacy Policy* is a part of the site's *Terms of Use Agreement*, which is binding on all site users.

TERMS OF USE AGREEMENT

Unless specified otherwise on the site, users must be at least 18 years of age and a legal resident of the United States before participation in any activity that requires the submission of personal information. By your participation in our site activities, you certify that you are at least 18 years of age. All users of the site are required to provide true, current, complete and accurate personal information when prompted and we will reject and delete any entry that we believe in good faith to be false or fraudulent.

If you do not agree with this *Privacy Policy*, please do not participate in the site's activities or services that require you to provide your personal information. (The type of personal information is listed below). This policy provides information regarding your choices to either opt-out or opt-in when your personal information is used for various promotional and marketing purposes by the station, site, its corporate affiliates, and/or our generous advertisers, sponsors, or promotional partners (collectively, "advertisers"). For example, for the station, site, or our corporate affiliates, use of your personal information for marketing and promotional purposes, we provide you with the right to opt-out. However, the choice for sharing your personal information with advertisers may be different. Please see details in the *Disclosure to Advertisers* section below.

To all other users of this site, if you have other questions about this *Privacy Policy*, please contact our Privacy Administrator at the following email address:justin_tabas@bellsouth.net

Treasure and Space Coast Radio
1235 16th Street Vero Beach, FL 32960
Attn: Promotions Director

Unless specified otherwise on the Site, all users must be at least 18 years of age and a legal resident of the United States to participate in any activity that requires the submission of Personal Information. This Site is designed and targeted to United States

(U.S.) audiences and is governed by and operated in accordance with the laws of the United States. We make no representation that this site is operated in accordance with the laws or governed by other nations. By your participation in our site activities, you certify that you are at least 18 years of age and located in the U.S. If you are located in the European Union or elsewhere outside of the U.S. and you participate in activities on this site contrary to our policy that only U.S. residents are eligible for certain activities, you do so at your own risk and initiative, and are responsible for compliance with any applicable local laws. Please be aware that any personal information you transfer to us will be transferred to the U.S and subject to U.S. law. By using this site, participating in any site activities, and/or providing us with your personal information, you consent to this transfer of personal information to the U.S., and waive any claims that may arise under your

own national laws. All users of the site are required to provide true, current, complete and accurate personal information when prompted and we will reject and delete any entry that we believe in good faith to be false, fraudulent, or inconsistent with this *Privacy Policy*.

Your continued participation on this site indicates your acceptance of this *Privacy Policy* and of the collection, use, disclosure, management and storage of your personal information as described below. We may from time to time, transfer or merge any personal information collected off-line to our online databases or store off-line information in an electronic format. We may also combine personal information we collect online with information available from other sources, including information received from advertisers, or marketing companies. This *Privacy Policy* covers all such personal information and will remain in full force and effect as long as you are a user of the site or a participant in station activities. We reserve the right to revise this policy at any time by updating this posting without advance notice to you. Such revisions shall be effective to you immediately upon posting. Therefore, we encourage you to check this *Privacy Policy* often.

GENERAL PRIVACY GUIDELINES

We use your personal information to provide you with the features, services, or goods you request and to respond to billing and/or other such questions related to the station or site. We will also use your personal information to notify you about updates, new features, programming and activities on behalf of the station, site, or our advertisers that may be of interest to you. (We explain in the next section what our policy is for the collection, use, and disclosure of personal information to advertisers).

We may also use your information for hiring, operational and business purposes, or to find out how we can improve our station and site via surveys or online tracking mechanisms. We use aggregate personal information to help us to evaluate and modify existing services and features. We also use your personal information to develop new services and features that may be of interest to you.

We will not sell, exchange, rent, lease or otherwise disclose your personal information or sensitive personal information to other third party marketers or any such persons that are not associated with the station as advertisers unless it is necessary in order to:

- 1) conform to regulatory and legal requirements or to comply with legal process
- 2) to protect the safety and security of our users, employees, or property
- 3) to defend the rights of the Site or the Station
- 4) to enforce the *Terms of Use Agreement*.

We will share your personal information with our corporate partners and client-affiliated entities primarily for business and operational purposes. On occasion, we will share your personal information with clients and corporate entities for promotional and marketing purposes. We will inform you when we conduct cross-promotional events between our various stations or companies, and you will have the right to opt-out of such use.

It is also necessary that we share your personal information and sensitive personal information with our operational service providers, the specialists that provide internal support to station operations and activities and/or for site design, development, hosting and operations including maintenance, management, storage and/or fulfillment of our membership and e-mail clubs, various contests, sweepstakes, services, events and online stores. We use operational service providers to efficiently provide the full range of content, activities and membership services we bring to you and we request that our operational service providers also protect your privacy and not disclose your personal information or sensitive personal information to third party marketers that are not associated with the station or website. Additionally, such providers are not to use your personal information for their own marketing or promotional purposes.

In the event that the assets or stock of the Station, its corporate licensee or parent company(s) are sold or transferred, merged with a different company or entity, restructured, or subject to other fundamental corporate changes, we reserve the right to disclose any and all databases compiled from Personal Information or Sensitive Personal Information collected by the Station to such successor. We will seek to obligate the Station's successor to agree to the terms of the Privacy Policy, as it may hereafter be modified, but cannot guarantee that we will be able to do so or that the successor company will comply with this

obligation.

We reserve the right to collect Personal Information using any new technology yet to be developed and to use such technology to provide new services and features to you, as well as for marketing and promotional purposes. Specific information regarding your choice to Opt-in or to Opt-out to such use, or for sharing your Personal Information with Advertisers, will be provided once the new technology, service, or feature is introduced.

WEBSITE COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

Generally, you may browse this site without providing any personal information. For certain activities (such as contest and sweepstakes registrations, membership, awards points and loyal listener clubs, nominations for civic awards, or registration for chat rooms and message boards) the personal information you voluntarily provide may include your first/middle and last name, home address, business address, email address, telephone number, age, birth date, gender, employer or personal preferences, depending on the activity. Your personal information will be used to implement the specific activity or event and will be used for the marketing of additional events, services and merchandising for this site and Treasure and Space Coast Radio.

We will not sell, exchange, rent, lease or otherwise disclose your personal information to other third-party marketers or any such persons that are not associated with the station as an advertiser, sponsor, or promotional partner (collectively "advertisers") unless it is necessary in order to:

- 1) conform to regulatory and legal requirements or to comply with legal process
- 2) to protect the safety and security of our users, employees, or property
- 3) to defend the rights of the site or the station
- 4) to enforce the *Terms of Use Agreement*. Specifics on how we may share your information with advertisers are explained below.)

It is necessary that we share your personal information with our operational service providers, the specialists that provide internal support to our site design, development, hosting and operations including maintenance, management, storage and/or fulfillment of our membership and e-mail clubs, various contests, sweepstakes, services, events and online stores. We use operational service providers to efficiently provide the full range of content, activities and membership services we bring to you and we request that our operational service providers also protect your privacy and not disclose your personal information with third-party marketers that are not associated with the station or website.

Furthermore, we reserve the right to disclose any and all membership and visitor databases collected by the website, in the event that the assets or stock of Treasure and Space Coast Radio, its corporate licensee or parent company are sold or transferred to, or merged with a different company or entity, and to contact you at any time regarding the administration of the site, its various activities and your membership.

We explain below what our policy is for the collection, use and disclosure of users' personal information for the site and advertisers.

Advertising support allows us to offer, free of charge, many great activities and services to our users such as contests, sweepstakes and special events. Therefore, we may also use your personal information for the marketing of events, products or services of our generous advertisers. There are two ways users may receive such marketing information from advertisers, either indirectly via newsletters, email or direct mail from the site, or directly from the advertiser. We primarily provide such information from our advertisers on an indirect basis, through the station or website. However, on occasion for special events or contests an advertiser may wish to provide marketing information directly to you. The following are the procedures we

will take when an advertiser wants to contact you directly.

When we plan to share your information with advertisers, you will receive such notice on the site and/or in the rules of participation ("Rules of Participation") for the activity or event. However, please be informed that our advertisers may not have the same privacy policies that we do. Therefore, you will need to tell us if you do not want to receive marketing information directly from our advertisers. You will need to check the "opt-out" click boxes so indicated on the registration area for the particular event, or notify the site's Privacy Administrator. You will also need to tell us if you do not wish to receive marketing or promotional materials from the site and/or station in the same manner.

We reserve the right to monitor and edit any personal information about our users, including information about the use of website activities and services and the contents of users' email and messages for internal purposes and when necessary, to disclose to law enforcement personnel, and/or the employer and/or internet service provider of a user that is not in compliance with the *Terms of Use Agreement*. We will take such measures if we believe it is necessary to protect the security and operations of this site. We provide aggregate statistics about our users, traffic patterns and related website information to advertisers, reputable third-party vendors or marketing companies, but these statistics do not disclose personal information about a particular user.

DISCLOSURE TO ADVERTISERS

Advertising support allows us to offer, free of charge, many great activities and services to our users such as contests, sweepstakes and special events. Therefore, we may also use your personal information for the marketing of events, products or services of our generous advertisers. There are two ways users may receive such information from advertisers, either indirectly via newsletters, email or direct mail from the site, or directly from the advertiser. We may use one or both methods depending on the activity and the advertiser.

We do not currently share personal information with our advertisers. However, depending on the activity, we may in the future do so and you will receive notice on the site and/or in the rules of participation ("Rules of Participation") for the event or activity, or via an email notice. Please be informed that our advertisers may not have the same privacy policies that we do. Therefore, we will ask you for your consent first to receive marketing information directly from our advertisers. You will need to check the "opt-in" click boxes that may be included on the registration area for the particular activity or event, in an email, or notify the site's Privacy Administrator, if you do not wish to receive marketing or promotional materials from the site and/or station. Please note that this notification process is different than the one for advertisers.

We also provide you with an option to "opt-out" of receiving advertising and promotional email from us in compliance with federal law by installing an opt-out mechanism with all such email messages. You must use the designated method in the email message to notify us of your opt-out request, as we cannot guarantee that other methods of notification will be effective or timely. Please be aware that we may continue to contact you via email for administrative or informational purposes, including follow-up messages regarding contests you have entered or other transactions you have undertaken. By law, such messages are not considered to be commercial email.

We are not responsible for removing your personal information from third party lists or entities which you have previously authorized us to share your information. You will need to contact those entities directly.

COOKIES AND IMAGE TAGS

The use of cookies is an industry standard and they are currently used on most websites, including this site. Cookies are a small text file containing a unique identification number that is transferred from a website to the hard drive of a user's computer so that the website administrator may identify the computer and passively track the user's activities on the website. Image tags work in conjunction with cookies and are small image files that may be located on select pages of our site, or within web-based email newsletters that we may send. (Image tags are also called web beacons, web bugs, clear GIFs or single-pixel GIFs). Tracking is important because we can better understand what parts of our website are used the most, when to launch new services and how to enhance current offerings. We may share the information we receive

from cookies and image tags with third-parties and our advertisers in aggregate form, which means that such information does not contain specific personal information about any one visitor.

In short, cookies and image tags collect a user's internet protocols and server information. Such data files allow our site to remember your web browser when you visit our site and are a necessary tool for quick and efficient access to membership clubs, awards programs and contests. A cookie will not allow the site to learn any personal information (such as your real name and email address) that you have not otherwise disclosed. Cookies and image tags allow the site to remember important information that will make your use of that site more helpful. We do not use cookies or image tags to collect other personal information unless you give us permission to do so.

You can choose to have your computer warn you each time a cookie or image tag is being sent, or you can choose to turn off all such devices. This is done through your browser. If you turn cookies off, you may not have access to many features at our site that make your internet experience more efficient and enjoyable – like the features mentioned above – and some of our other services may not function properly.

CHILDREN'S PRIVACY POLICY

Although persons of all ages may visit our site and participate in activities that do not require the collection of personal information, we do not knowingly or intentionally collect personal information from children under the age of 18 and will automatically reject and delete the registration or entry of any person we believe in good faith to be underage. Any false or fraudulent registration or entry from a minor will be deemed to be ineligible and will disqualify the minor from the receipt of a prize, benefit or other participation.

EMAIL POLICY

We do not generally keep email correspondence, except for those emails that relate to the on-air programs of Treasure and Space Coast Radio. As required by Federal law, if any part of your email correspondence relates to station programming, we must place such correspondence in the station's FCC Public File, or make the correspondence available via electronic file access at the station to anyone that requests such information. Therefore, be informed that your personal information contained in certain email will be disclosed to the general public.

SHOPPING AND E-COMMERCE

If this site sells goods and/or services or provides auction services we will request sensitive personal information that includes your credit card, debit card or other payment information. Alternatively, the site may use a third party operational service provider to conduct the financial transaction in a secured manner; the third party payment will be accessible via a hyperlink from the site and will be solely responsible for all financial transactions and the collection, use, and storage of your personal information. The site may request additional personal information such as full name, billing and shipping address, email address and telephone number and any such information that is required to fulfill your order and to communicate with you regarding your order. Sensitive personal information will be encrypted or collected through a secured Internet connection generally via SSL or S-HTTP protocols. Such sensitive personal information will also be stored in a commercially reasonable secure manner. We may use your personal information (but not your credit card or debit card number) to contact you about future products, services and discounts from the station or to provide such information indirectly from our advertisers, unless you tell us otherwise ("opt-out"). We will only use your credit card and debit card number to complete the specific transaction you requested.

CHAT ROOMS, MESSAGE BOARDS AND PUBLIC FORUMS POLICY

For your enjoyment and entertainment, this site offers user interactive activities such as chat rooms, message boards, and/or public forums ("Public Forums"). We do not share any personal information that is

entered into the public forum registration and/or correspondence areas with advertisers.

We reserve the right, at our sole discretion, to save and archive any content of any nature posted to the site and that the station may, without liability to any user, disclose such content if required to do so by law or to comply with legal processes; to respond to claims that any of the content violates the property, privacy, publicity or other rights of others; or to protect the rights, property or safety of the site, the station, its employees, users and members of the public.

MONITORING AND USE OF AGGREGATE PERSONAL INFORMATION

We reserve the right to monitor and edit any personal information about our users, including information about the use of website activities and services, the contents of users' email and messages for internal purposes, and when necessary, to disclose to law enforcement personnel, and/or the employer and/or Internet Service Provider of a user that is not in compliance with the *Terms of Use Agreement* or *Privacy Policy*. We will take such measures if we believe it is necessary to protect the security, integrity, and operations of this site or station. Without disclosure of personal information or sensitive personal information about individual users, we may provide aggregate statistics about our users, traffic patterns and related website information to advertisers, reputable third party vendors or marketing companies.

ADVERTISING AND OTHER THIRD-PARTY CONTENT ON THE SITE

This *Privacy Policy* does not cover third-party advertising or third-party content that may be present on the site. This site may provide banner and general advertising, in addition to other content provided by our advertisers or operational service providers. Users may from time to time enter into correspondence with or participation in such advertising, promotions or third-party content offered through the site. Such correspondence and agreements are solely between the user and the advertiser or the third-party content provider and do not involve the site. Also, advertisers and such third-party content providers may not have the same privacy policies that we do and you are encouraged to read their *Privacy Policy* first.

HYPER LINKS TO OTHER WEBSITES

This site often provides links to third parties' websites that could be of interest to our users, including the websites of our advertisers. These websites do not have an affiliation with the site or station and may have different privacy policies and business practices than we do. We take no responsibility for such websites, as stated in our *Terms of Use Agreement*. By use of this site, you have agreed that you will use the hyperlinks to third party sites at your own risk.

SECURITY MEASURES

We conduct the collection, management, maintenance and storage of visitor information in a secure and reasonable manner using acceptable standards of security technology and practices (e.g., electronic security systems and password protections) to protect against the loss, misuse or alteration of personal information data. We also request that our operational service providers to also take such precautions. 997WJKD.COM, WGYLEFM.COM, WTTBAM.COM, WOSNFM.COM databases are accessible only by authorized personnel.

However, please note that when users transmit personal information over an unsecured internet connection, the site is not responsible for the security of that information during the transmission stage as your email or registration could be copied or intercepted by unknown third parties. We use a secured connection only for the sale of goods and services but we do not use a secured connection for other types of activities. Therefore, you understand, acknowledge, and agree that you transmit certain personal information over this site at your own risk.

MODIFICATION, SUSPENSION OR DISCONTINUANCE

The site reserves the right at time to modify or discontinue the service (or any part thereof) offered on the site, on a temporary or permanent basis, with or without notice. You understand, acknowledge and agree

that the site will not be liable to you or to any third-party for any such modification, suspension or discontinuance of the service offered by the site.

INDEMNIFICATION AND LIMITATION OF LIABILITY

You understand, acknowledge and agree to defend, indemnify, and hold harmless Vero Beach Broadcasters, its parent company, affiliates, successors and assigns, advertisers, and operational service providers and their respective officers, directors, employees, representatives and agents, from and against any claims, actions or demands, including without limitation reasonable legal and accounting fees, alleging or resulting from your use of the material or your breach of the terms of this agreement. The site will attempt to provide notice to you promptly of any such claim, suit, or proceeding and will assist you, if requested and at your expense, in defending any such claim, suit or proceeding.

The site and its material may contain technical inaccuracies, typographical errors, and out of date information. The site makes no representations about the accuracy, reliability, completeness, or timeliness of the site or the material, and the site makes no warranty that the site will meet your requirements. You understand, acknowledge and agree that the use of the site and the material is at your own risk. The site reserves the right to make changes to the site and material at any time.

In no event shall the site, its owner and operator, parent company, affiliates, successors or assigns, and their respective officers, directors, employees, representatives and agents, the site's advertisers, or operational service providers, assume or have any responsibility or liability for any claims, damages or losses whatsoever (including, without limitation, incidental, special, exemplary or consequential damages, lost profits, or damages resulting from lost data, profits, savings, good will, or use, or business interruption) resulting from the use of this site, or the use and/or appearance of the material on this site, whether based on warranty, contract, tort, or any other legal theory, and whether or not the company is advised of the possibility of such damages.

DISCLAIMER OF WARRANTIES

This site does not warrant that the site will operate error free or that the site and its server are free of computer viruses or other harmful mechanisms. Your use of the site is undertaken solely at your discretion and own risk. If you use of the site or the material results in the need for servicing or replacing equipment or data, the site is not responsible for those costs.

The site and material are provided on an "as is" basis without any warranties of any kind. The site, to the fullest extent permitted by law, disclaims all warranties, whether express or implied, including without limitations or exclusion any warranty of merchantability, fitness for particular purpose and non-infringement. The site makes no warranties about the accuracy, reliability, completeness, or timeliness of the material, services, software, design, text, video clips, audio clips, graphics and artwork, images, photographs, other material, links and other data.

Some jurisdictions do not allow for the exclusion of certain warranties or the limitation of liability for incidental or consequential damages, and some of the disclaimers in this agreement may not apply to you by operation of law.

Notwithstanding any other provision of this agreement, the aggregate liability for the company to users for all claims arising from your USE OR INABILITY TO USE this site or ANY of the material is limited to \$0.01 (zero dollars and one cent).

USER TERMINATION

The site reserves the right, at its sole discretion, to terminate your membership or registration at any time, delete any or all of your postings, or block access to the site and/or any other service provided to you. The site reserves the right to take such actions, with or without notice, and without any liability to the account holder or users.

CONTACT US

If you have any questions about this *Privacy Policy*, please contact our Privacy Administrator at the following email address:

justin_tabas@bellsouth.net

or

Treasure and Space Coast Radio
1235 16th Street
Vero Beach, FL 32960
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772-567-0937