



Privacy Policy

This website is a part of Covey Communications Corp.'s network of websites. Our company has created this privacy policy to inform you of our commitment to the privacy of our users, and our practices concerning the collection and use of information you provide us through interactions with this website and other Covey Communications Corp.-affiliated websites. It is Covey Communication's policy to take reasonable steps to respect your privacy regarding any information we may collect from time to time while operating our websites.

Website Visitors

Like most website operators, Covey Communications Corp. collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Covey Communications Corp.'s purpose in collecting non-personally identifying information is to better understand how Covey Communications Corp.'s visitors use its websites. From time to time, Covey Communications Corp. may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its websites or providing this information to advertisers. Advertisers may use non-personally identifiable information (i.e. not including your name, address, email address or telephone number) about your visits to this and our other websites in order to provide advertisements on this and other sites about goods and services that may be of interest to you.

Personally Identifiable Information refers to information that tells us specifically who you are, such as your name, phone number, email or postal address. In many cases we need this information to provide the personalized or enhanced service that you have requested.

The amount of Personally Identifiable Information that you choose to disclose to Covey Communications Corp. is completely up to you. The only way we obtain personally identifiable information about you is if you provide it to us in conjunction with one of our services.

Gathering of Personally-Identifying Information

Certain visitors to Covey Communications Corp.'s websites choose to interact with Covey Communications Corp. in ways that require Covey Communications Corp. to gather personally-identifying information. The amount and type of information that Covey Communications Corp. gathers depends on the nature of

the interaction. We collect personal information in a variety of ways. Several examples are listed below.

User Registration/Subscription

If you choose to register/subscribe on any of our websites, we may ask for and collect information including, but not limited to: your name, email address, address, gender, zip code, phone, fax, website, industry responsibilities, and occupation. If you choose to subscribe to any of our print magazines we may also ask for your eye color or other similar question(s) for verification purposes due to the requirements of our auditing company, BPA. Once you register with Covey Communications Corp. and sign in to our services on one of our websites, you are not anonymous to us.

E-Letters

Users of any of our websites may also opt to participate in a variety of email services, from daily news to advertiser specials. Covey Communications Corp. collects personal information for these services.

Sweepstakes/Contests

From time-to-time, Covey Communications Corp. provides sweepstakes or contests for the enjoyment of our users. Sweepstakes/contests can be hosted by Covey Communications Corp. or on behalf of our clients. By participating in the sweepstakes/contests and answering any or all of the questions, the user understands that Covey Communications Corp., our client, and/or a third-party, may use the information gathered for marketing purposes. Children under eighteen (18) cannot participate in any sweepstakes/contest promoted by Covey Communications Corp.

Educational Programs/Symposiums

Occasionally Covey Communications Corp. will host or conduct educational programs or symposiums. Users may choose to participate in any programs or symposiums. We collect personal information in connection with the registration process. In addition, if a cost for the program or service is required, we will securely request credit card or financial information to process payment. Credit card or financial information will not be shared or sold to unaffiliated third parties for any purpose without your express permission, except as necessary to process the transaction or to comply with state or federal law.

Cookies

Covey Communications Corp. may automatically collect non-personally identifiable information and data through "cookies." Cookies are small text files used by websites to recognize repeat users, facilitate the user's ongoing access to the site, facilitate the use of the site, track page requests and the use of cookies also allows us to provide a user's browser with information tailored to the visitor's preferences and needs and to also streamline the user's visits to our

websites. You can choose whether or not you would like to accept cookies by changing the settings in your browser. You can choose to refuse all cookies or allow your browser to show you when a cookie is being sent. However, if you choose not to accept cookies, certain features of our websites may not function properly without the aid of cookies.

IP Addresses

Covey Communications Corp. also collects Internet Protocol (IP) addresses. We automatically record information in our server logs, including your IP address. This information is used to examine our website traffic in aggregate. The information may be collected and used to improve the content of our websites for our users.

Purchases

Users who engage in transaction(s) with Covey Communications Corp. are asked to provide additional information, including as necessary the personal and financial information required to process the transaction(s). In each case, Covey Communications Corp. collects information only insofar as is necessary or appropriate to fulfill the purpose of the user's interaction with Covey Communications Corp. Covey Communications Corp. does not disclose personal and financial information to unaffiliated third parties for any purpose without your permission, except as necessary to process the transaction, or as required by state or federal law. Users can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

Protection of Certain Personally-Identifying Information

Covey Communications Corp. discloses potentially personally-identifying and personally-identifying information only to its employees, contractors, and affiliated organizations that (i) need to know that information in order to process it on Covey Communications Corp. behalf, or to provide services available at Covey Communications Corp. websites, and (ii) that have agreed not to disclose it to others. Some of our employees, contractors, and affiliated organizations may be located outside of your home country; by using Covey Communications Corp. websites, you consent to the transfer of such information to our employees, contractors, and affiliated organizations.

Covey Communications Corp. will not rent or sell personally-identifying information to anyone. Other than its employees, contractors, and affiliated organizations, as described above, Covey Communications Corp. discloses personally-identifying information only when required to do so by federal or state law, or when Covey Communications Corp. believes in good faith that disclosure is reasonably necessary to protect the property or rights of Covey Communications Corp., third parties, or the public at large.

If you are a registered user of a Covey Communications Corp. website and have supplied your email address, Covey Communications Corp. may send you emails to inform you about new features, solicit your feedback, or just keep you up to date with what's going on with Covey Communications Corp. and our products.

If you send us a request (for example via a support email or via one of our feedback mechanisms including Feedback Live and Nominations, etc.), we reserve the right to publish it in any of our magazines or on any our websites in order to help us clarify or respond to your request or to help us support other users and also to publish feedback from you in any of our magazines.

In addition, if you provide us with personal information, we typically use the information to deliver you the service requested and may use your personal information in a variety of ways including the following:

- Covey Communications Corp. may send out targeted email promotions on behalf of our clients and partners to users who have provided personal information.
- Covey Communications Corp. may contact users using personal information you provided regarding renewing subscriptions to Covey Communications Corp. services and products.
- Covey Communications Corp. may send notifications of Covey Communications Corp. clients' and partners' services and products using personal information you provided.
- If you provide financial information, Covey Communications Corp. uses that information primarily to verify your credit and collect payments for your purchases, orders, listings, subscriptions, etc.
- Covey Communications Corp. may send out marketing emails, announcements, special promotions, and specialized e-newsletters to all subscribed users.
- If you participate in any Covey Communications Corp. program or symposium, or other program(s), we may use your personal information you provided to remind you of upcoming deadlines or additional information concerning any of the above.
- Covey Communications Corp. also conducts occasional user surveys to better target our markets and to provide better features and services. Some aggregated information collected is also used to share with advertisers, however, we do not share individual personal information with any third-parties.

Covey Communications Corp. takes reasonable steps to protect against the unauthorized access, use, alteration or destruction of personally identifiable information.

Covey Communications Corp. maintains numerous email and promotion lists. All emails and promotions sent from Covey Communications Corp., provide contact information and opt-out instructions at the bottom of each email. If you have questions about your subscription to any email or promotion or wish to be removed from any or all emails or promotions, send an email to production@coveypubs.com.

Sharing of Information We Collect

In general, Covey Communications Corp. does not sell, rent or share personal information about users to other people or nonaffiliated companies, except under the following circumstances:

- If you register for any program or symposium hosted by Covey Communications Corp. and a third party, the third party may be provided with personally identifiable information necessary for the event.
- Covey Communications Corp. in partner with our clients and advertisers may share personal information such as email addresses with third parties who provide content that is likely of interest to the user. Each of method of delivery will provide an opt-out obligation on the part of the trusted third party.
- Covey Communications Corp. will provide personal information if deemed necessary to comply with a court order, federal or state law, concerning the user or Covey Communications Corp., to establish or exercise our legal rights, or to defend against legal claims.

Ad Servers

To try and bring you offers that are of interest to you, we have relationships with other companies that we allow to place ads on our Web pages. As a result of your visit to our site, ad server companies may collect information such as your domain type, your IP address, and clickstream information. For further information on our advertisers and their policies, contact production@coveypbus.com.

Forums, Blogs, Bidsheet, Discussion Boards, etc.

Several different means of public and live interaction like forums, blogs, bidsheet, discussion boards, etc. are available on most of our website. Participants should be aware that any information disclosed in these public portions of our websites is made available to all members or users of the particular website. Providing information in these public portions of our websites is completely voluntary and users should exercise caution when deciding to disclose any personal information.

Security & Disclaimers

All Covey Communications Corp. websites are protected to ensure the security of the personal information users provide online. For certain types of sensitive information, such as financial information, we securely protect the information

transferred and received through SSL (Secure Socket Layer) encrypted servers and pages. Your information is submitted securely when transferred and received through a SSL connection.

Covey Communications Corp. shall not responsible for any breach of security, any actions of third parties, or its affiliates that receive personally identifiable information. In addition, Covey Communications Corp. shall not be responsible for the content, privacy or security practices of any websites that our hyperlinked to one our websites. It is the users responsibility to check third party websites for their content and privacy policies.

New And/Or Different Use of User Information

From time to time, we may use user information for new, unanticipated uses not previously disclosed in our Privacy Policy. If our information practices change in the future we will update our Privacy Policy. Covey Communications Corp. encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of any of our websites after any change in our Privacy Policy will constitute your acceptance of such change.

Changes To Our Privacy Policy

Covey Communications Corp. reserves the right to add to, change, update or modify this Privacy Policy at any time, and in its sole discretion. By using our websites, you consent to the collection and use of information described above and to the terms of which were outlined in this Privacy Policy. Your continued use of any Covey Communications Corp. websites after any change in our Privacy Policy will constitute your acceptance of such change.

Children's Privacy

Covey Communications Corp. is committed to the safety of our children. Children under the age of eighteen (18) may not participate in any sweepstakes or contests. We do not knowingly accept any information from children under eighteen (18) and encourage children under 18 to ask a parent before providing or sending any information to anyone online.

Update/Change Your Data/Questions

To update your information with Covey Communications Corp. concerning any of our websites please contact production@coveypubs.com. If you have any questions regarding any of our websites or this Privacy Policy please contact production@coveypubs.com. You may also update your information or address questions or concerns by sending a letter, including your name, address, and email address to:

Covey Communications Corp.
P.O. Box 2267
Gulf Shores, AL 36547

Your Consent To The Terms of Our Privacy Policy

If you do not agree with any term or provision of our Privacy Policy, please do not use this website or submit any personally identifiable information.

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