

## Privacy Policy

### Unicorn Media, Inc. Privacy Policy

This Website - Unicorn Media.com ("Site") is owned and operated by or on behalf of Unicorn Media, Inc. ("Unicorn Media"). Unicorn Media recognizes that its customers, visitors, users, and others who use this Site ("Users") value their privacy. This Privacy Policy details important information regarding the use and disclosure of information collected from Site Users. Unicorn Media provides this Privacy Policy to help Users make an informed decision about whether to use or continue using this Site.

This Privacy Policy is incorporated into and is subject to the Unicorn Media Terms of Service, which can be found at the following Website address **TERMS OF USE**. Your use of this Site is subject to the terms of this Privacy Policy and the Unicorn Media Terms of Service, and by using this site, you consent to these terms.

### PRIVACY POLICY UPDATES

Unicorn Media will post any updates to the Privacy Policy on this Site so you are always aware of our current policies. Unicorn Media encourages you to review this Privacy Policy regularly for any changes. Your use of this Site and any of Unicorn Media's services will always be subject to the terms of the then-current Privacy Policy and Terms of Use.

### THE INFORMATION UNICORN MEDIA COLLECTS

\* User Provided Information: When subscribing to our service(s), accessing this site, contacting Unicorn Media with questions or comments, requesting information from Unicorn Media, participating in contests, surveys or questionnaires organized or sponsored by Unicorn Media, or subscribing to Unicorn Media newsletters or mailing lists, we may ask you to provide certain personally identifiable information such as your name, email address, zip code, or cable provider ("Personally Identifiable Information") to us through this Site. You may, of course, decline to submit such Personally Identifiable Information through this Site in which case Unicorn Media may not be able to provide certain services to you. Please note that if you choose to participate in various public activities on this Site, such as uploading content, engaging in other communications with other Users of the Site, or posting information to your public profile, then any text, data, video, image, or other content posted while engaging in such activities will become published user content ("User Content") and is not considered Personally Identifiable Information, irrespective of whether such User Content includes information such as your name, photo, likeness, email address, age, zip code, cable provider, or any other personal information that is posted.

\* Cookies Information: When you visit this Site, we may send one or more cookies - a small text file containing a string of alphanumeric characters - to your computer that uniquely identifies your browser. Unicorn Media uses both session cookies and persistent cookies. A persistent cookie remains after you close your browser. Persistent cookies may be used by your browser on subsequent visits to this Site. Persistent cookies can be removed by following your web browser help file directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of this Site may not function properly and Unicorn Media may not be able to provide certain services to you if the ability to accept cookies is disabled.

\* Log File Information: When you use this Site, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, browser language, referring / exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on this Site and on particular pages, the date and time of your request, and one or more cookies that may uniquely identify your browser.

### THE WAY UNICORN MEDIA USES INFORMATION

\* If you submit Personally Identifiable Information to us through this Site, then we may use your Personally Identifiable Information to operate, maintain, and provide to you the services, features and functionality of this Site.

\* Any User Content that you voluntarily disclose online (e.g. on discussion boards, in messages and chat areas, within your public profile page) becomes publicly available and can be collected and used by others. Your account name (not your email address) is displayed to other Users when you upload content or send messages through this Site and other Users can contact you through messages and comments.

\* We do not use your email address or other Personally Identifiable Information to send commercial or marketing messages without your consent. We may, however, use your email address without further consent from you for non-marketing or administrative purposes (such as notifying you of Unicorn Media.com changes or for customer service purposes).

\* We may use both your Personally Identifiable Information and certain non-personally-identifiable information (such as anonymous User usage data, cookies, IP addresses, browser type, etc.) to improve the quality and design of this Site and to create new features, promotions, functionality, and services by storing, tracking, and analyzing User preferences and trends.

\* We may use cookies and log file information to: (a) remember information so that you will not have to re-enter it during your visit or during a subsequent visit to this Site (b) provide custom, personalized content, information, and services and site specific advertising; (c) monitor the effectiveness of our marketing campaigns; and (d) monitor aggregate metrics such as total number of visitors, pages viewed, time spent on this Site or time spent viewing particular pages, etc..

### WHEN UNICORN MEDIA DISCLOSES INFORMATION

\* We may provide Personally Identifiable Information and non-personally-identifiable information to our subsidiaries, affiliated companies, or other businesses or persons for the purpose of processing such information on our behalf. We require that these parties agree to process such information in compliance with our Privacy Policy, and we use reasonable efforts to limit their use of such information and to use other appropriate confidentiality and security measures.

\* We do not sell or share your Personally Identifiable Information with other, third-party companies for their commercial or marketing use. However, we may transfer your Personally Identifiable Information to a successor entity upon a merger, consolidation or other corporate reorganization in which Unicorn Media participates or to a purchaser of all or substantially all of Unicorn Media's assets to which this Site relates. Such successor entity shall be bound by the terms and conditions of the then-current Privacy Policy.

\* We do share non-personally-identifiable information (such as anonymous User usage data, referring / exit pages and URLs, platform types, number of clicks, time spent at the Site or on particular pages within the Site, etc.) with interested third-parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on this Site.

\* We may also release Personally Identifiable Information and/or non-personally-identifiable information: (a) if required by law, (b) in the good-faith belief that such action is necessary to comply with federal or state laws or regulations and/or local ordinances or (c) to respond to judicial or arbitral process, such as a court order, subpoena, or search warrant.

\* Unicorn Media also reserves the right to disclose Personally Identifiable Information and/or non-personally-identifiable information that Unicorn Media believes, in good faith, is appropriate or necessary to: (a) enforce our Terms of Service and/or Privacy Policy, (b) take precautions against potential liability of Unicorn Media, its subsidiaries, or affiliated companies, (c) investigate and defend Unicorn Media against any third-party claims or allegations, (d) assist law or government enforcement agencies, (e) protect the security or integrity of this Site, and/or (f) protect the rights, property, or personal safety of Unicorn Media, its subsidiaries or affiliated companies, its employees, our Users, or others.

#### **LINKS TO THIRD PARTY SITES**

The Site may provide links to other Web sites or resources over which Unicorn Media does not have control ("External Web Sites"). Such links do not constitute an endorsement by Unicorn Media of those External Web Sites. You acknowledge that Unicorn Media is providing these links to you only as a convenience, and further agree that Unicorn Media is not responsible for the content or policies of such External Web Sites. Your use of External Web Sites is subject to the terms of use and privacy policies located on and/or associated with those External Web Sites.

#### **CHILDREN'S PRIVACY**

Unicorn Media recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. This Site is not intended for children under the age of 13. Unicorn Media does not target its services or this Site to children under 13. Unicorn Media does not knowingly collect Personally Identifiable Information from children under the age of 13, and if Unicorn Media should collect such information in the future, it will do so only in accordance with the Children's Online Privacy Protection Act of 1998.

#### **DATA SECURITY**

Unicorn Media may employ procedural and technological measures that we believe are reasonably designed to help protect your Personally Identifiable Information from loss, unauthorized access, disclosure, alteration or destruction. Unicorn Media may use password protection, secured private networks and other security measures to help prevent unauthorized access to your Personally Identifiable Information.

#### **CORRECTION/UPDATING PERSONAL INFORMATION**

You may update or correct your personal profile information and email preferences at any time by visiting your account profile page. Please note that media files uploaded by Users to this Site constitute User Content, cannot be removed and remain subject to our Terms of Service. To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you profile access or making corrections. You are responsible for maintaining the secrecy of your unique password and account information at all times.

#### **QUESTIONS**

Please contact Unicorn Media with any questions or comments about this Privacy Policy, your Personally Identifiable Information, or your consent using by sending an email to [info@unicornmedia.com](mailto:info@unicornmedia.com) .