Urbanlatino.com Privacy Policy

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Urban Latino Media Group ("ULM") Privacy Policy Statement

Users who wish to access some content in the Urbanlatino.com website will need to register. The registration requires that users reveal some information about themselves. The following policy explains what information ULM collects and why ULM needs it. Your use of this Site constitutes your agreement to this Privacy Policy.

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You may also view this website's Terms of Use .

Information ULM Require from Users

To register to Urbanlatino.com, users are required to provide the following information:

First Name
Last Name
Date of Birth

Gender (M/F)
Email Address
Zip Code
Cellphone Number and Provider (optional)

Users are also required to create a username and password for the purpose of logging into the website.

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Why ULM Needs This Information

ULM utilizes the personal information collected for the following purposes: contests, promotions, surveys, focus groups and forwarding content.

First and last names will be used to personalize any messages ULM send to users.

Date of birth will help us identify our web users strictly for internal survey purposes (ex. What percentage of our web users are 18-34 years old). For more information on how ULM handle users who are minors, please review the Children's Policy section.

Gender (M/F) will be used strictly for internal survey purposes.

The email address will be used to confirm users' registration to our website. After users submit their information during registration, a confirmation email is sent to the email address supplied. Users will NOT be registered to Urbanlatino.com until they follow the link in the confirmation email. This prevents any automatic attempts to register users to our website without their consent.

Furthermore, users will receive via email newsletter updates, event information, and a promotion subscription offer to Urban Latino magazine if they decide to opt-in to those services

during registration or when they edit their account information. Please review our Opt-Out Policy for more information.

Zip code will be used for internal survey purposes and to notify users via email or cellphone text message about ULM sponsored events that are occurring near their area. Users will only receive such notifications if they opted-in to that service. Please review our Opt-Out Policy for more information.

Cellphone numbers and providers will only be collected if users opt-in to receive Cellphone Text Message Notifications. Users who opt-in during registration or editing their account information will receive text message notifications of major events sponsored by or affliated with ULM.

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Opt-Out Policy

During the registration process or editing account information, users can opt-in to receive email notifications for newsletters, events, and subscription to the Urban Latino magazine. Users can also opt-in to receive cellphone text messages for upcoming events.

These notifications will be personalized based on the information provided during registration. Users can decide to opt-out of receiving such notices by logging in to Urbanlatino.com , accessing the "Edit Account" option, and checking off the option(s) to receive notifications.

Regardless of whether users opt-in or opt-out of receiving email updates, they may still receive an email from Urbanlatino.com if there is a serious technical issue involving the website (such as site maintenance or login problems).

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Children's Policy

ULM understands the importance of protecting the privacy of minors. ULM provide a notification at the registration page that informs users that they either must be 13 years or older, or have parental consent before they can register to our site. Regardless of the age of our registered users, ULM will never give any information that is personally identifiable to third-parties.

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Sharing of Personal Information to Third-Parties

ULM collects information to enhance the users' visit and deliver more individualized content and advertising. ULM respects the privacy of our users and does not share personal information with anyone. ULM may provide third-parties with results of our internal survey of Urbanlatino.com web users, but those results will not contain any personal information.

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Changes to this Policy

ULM reserves the right to change this policy at any time. Please check this page periodically for changes. Your continued use of our site following the posting of changes to these terms will mean you accept those changes. Information collected prior to the time any change is posted will be used according to the rules and laws that applied at the time the information was collected.

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IP Address

An IP address is a number that is automatically assigned to your computer whenever you are on-line. Servers, the computers that deliver web pages to users, automatically identify your computer by its IP address. ULM collects IP addresses for purposes of system administration, to report aggregate information to our sponsors and advertisers, and to track the use of our Site. When visitors request information from this Site, our servers record IP addresses. ULM does not link IP addresses to anything personally identifiable, which means that a visitor remains

anonymous to us. However, ULM reserves the right to use IP addresses to identify a visitor only when ULM feel it is necessary to enforce compliance with policies or to protect our service or customers, this Site, or others.

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Cookies

"Cookies" are small text files from web sites that are stored on your hard drive. Cookies make using a web site more convenient by saving your passwords and preferences for you. Cookies themselves do not contain any personally identifiable information. ULM may analyze the information derived from these cookies and match such information with data provided by you or another party. ULM may provide our analysis and certain non-personally identifiable information to potential partners, advertisers (who may use this information to provide advertisements tailored to your interests) or other third parties, but ULM will not disclose any personally identifiable information, except as provided in this Privacy Policy.

Also, ULM may allow third parties that serve advertisements on our Site (including our promotion partners) to place and access cookies on your computer, but they will not be able to access our cookies. Use of cookies by such third parties are not subject to our Privacy Policy, but are subject to their own respective privacy policies.

You can have the option of deciding whether or not to accept a cookie by resetting your browser to notify you whenever a cookie is being sent to your hard drive. You may also delete a cookie manually from your hard drive. However, some parts of this Site will not function properly or will be considerably slower if you refuse to accept a cookie or choose to disable your cookies settings.

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Security

ULM has reasonable and appropriate security measures in place to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while ULM strives to protect your personally identifiable information and privacy, ULM cannot

guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information.

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Transfer of Assets

As ULM continues to develop our business, ULM may sell or purchase assets. If another entity acquires us or all or substantially all of our assets, personally identifiable information, non-personally identifiable information, and any other information that ULM have collected about the users of this Site will be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.

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