



**This Privacy Policy was last updated on October 24, 2007.**

## **Privacy Policy**

**Introduction.** The website which is located at the domain wbnx.com (the "Website") is operated by Winston Broadcasting Network, Inc. (All references to "Winston," "WBX-TV," "we," "our," and "us" constitute references to Winston Broadcasting Network, Inc.). Your privacy is important to us. This Privacy Policy describes the types of information collected from you, what we do with it, with whom we share it, and how you can correct or change such information. It is your responsibility to review this Privacy Policy carefully, especially before providing any personal data through the Website.

**PLEASE REVIEW THIS PRIVACY POLICY AND THE TERMS OF USE FOR THE WEBSITE CAREFULLY. YOUR USE OF THE WEBSITE SIGNIFIES YOUR AGREEMENT TO THIS PRIVACY POLICY AND THE TERMS OF USE.**

We are committed to safeguarding personal information that may be collected from persons who visit and use this website. The following privacy policy has been implemented to govern the collection and use of personal information that WBX-TV may obtain from website users that visit this Website or participate in the various games, activities, or contests we offer online. WBX-TV may revise this privacy policy from time to time. Therefore, you should periodically review our policy so that you are up to date on our policies and practices.

**Contact Information.** We welcome your input on how personal information is used and collected. If you want to communicate with WBX-TV about the Website or this Privacy Policy, please contact us at:

WBX-TV  
Attn: Privacy Inquiries  
P.O. Box 91660  
Cleveland, OH 44101  
Telephone: (440) 843-5555  
E-mail: [privacy@wbnx.com](mailto:privacy@wbnx.com)

**Changes to this Privacy Policy.** From time to time, we may revise this Privacy Policy. If we make revisions to the way we collect or use Personal Information, we may provide notice of those changes by taking such action as we deem appropriate under the circumstances, including without limitation, posting a revised Privacy Policy on the Website. Any changes to this policy will become effective upon posting of the revised Privacy Policy on the Website. By continuing to use the Website following any such changes, you will be deemed to have agreed to such changes. If you do not agree with the terms of this Privacy Policy, as it may be amended from time to time, in whole or in part, please do not continue using this Website.

## **Types of Information Collected:**

(a) **Personal Information.** Personally Identifiable Information (“Personal Information”) is any information that can be used to identify a specific individual, such as your name, image, email address, home address, phone number and credit card information. This Website collects Personal Information when you interact with the Website—for example when you subscribe for newsletters; register for membership services such as chat rooms or message boards; participate in chat rooms, blogs or other user forums; respond to polls or surveys; register for sweepstakes, contests and other promotional opportunities; or seek help from our customer service departments.

(b) **Aggregate and Anonymous Data, Including Use of Cookies or Other Passive Collection of Non-Personally Identifiable Information.** Aggregate and anonymous data is information that does not identify you specifically, including data collected automatically through the operation of the Website (“AA Data”). We may collect Website usage data (such as which Website pages you visit, the order in which you visited them, hyperlinks used, the type of computer operating system and browser being used, and the type of Internet service provider used by the visitor) through the use of various technologies. For example, we collect IP addresses from individuals who visit the Website. An IP address is a number that is automatically assigned to your computer whenever you're surfing the Web. Web servers, the computers that “serve up” Web pages; automatically identify your computer by its IP address, and when you request a page from a website, its servers log your IP address. We do not link IP addresses to any Personal Information, so although your session will be logged, you will remain anonymous to us and the Website. During some visits, we may use software tools, such as JavaScript, to measure and collect session information, including page response times, download errors, time spent on certain pages, page interaction information, and methods used to browse away from the page.

In addition, we may use a software technology called “cookies” or other similar technology. Cookies are small files that are placed on a visitor’s computer hard drive to store information about a visitor’s use of the Website for future visits to our site. The cookie itself does not contain any personally identifiable information about a visitor and we do not use cookies to obtain personally identifiable information. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies or to alert you when cookies are being sent, but it is possible that some parts of the Website will not function properly if you do so.

Winston may use non-personally identifiable information and information obtained through cookies or other technology in order to monitor or improve our Website. By counting the number of visits to our Website and where each visitor goes on our Website, we are able to determine the areas of our Website that visitors like and use the most and which areas need improvement. With this information, we are able to continually improve our Website for the best online experience possible. We may also disclose some of this non-personally identifiable information to advertisers to inform them of data concerning the number of visitors to the Website and the number of visitors that have seen or linked to advertisements on our Website.

**Collection of Personal Information from Children Under 14 Years of Age.** We encourage parents and guardians to spend time with their children online and to be fully familiar with the websites visited by their children. At various places on the Website, we may ask users for their age. By using the Website you agree to respond truthfully and accurately about your age. Children under the age of 14 years of age are expressly prohibited from submitting or posting any personally identifiable information to or on the Website.

We do not directly collect personally identifiable information from children under the age of fourteen (14) online. In the event we collect personally identifiable information from children under the age of fourteen in the future, we will revise our Privacy Policy prior to collecting such information.

**Parental Right of Review and Deletion.** Although we have no intention to collect Personal Information from children under the age of fourteen, it is possible that such information could be transmitted to our Website in violation of the Website's policies. In the event we receive Personal Information from a child under the age of fourteen, the child's parents have the option to request that we delete their child's Personal Information and may also request that we no longer use their child's Personal Information. If you believe that WBNX.com has received your child's Personal Information or if you would like to delete your child's Personal Information, please contact us at:

WBNX-TV  
Attn: Privacy Inquiries  
P.O. Box 91660  
Cleveland, OH 44101  
Telephone: (440) 843-5555  
E-mail: [privacy@wbnc.com](mailto:privacy@wbnc.com)

If we have received your child's Personal Information and you request deletion of your child's Personal Information, we will immediately delete any such information.

**Message Boards and Other User Forums.** Please remember that information posted to message boards and other user forums becomes public information. Use caution when posting. Individuals under the age of 18 should be especially careful not to provide any personally identifiable information when participating in any area of the Website where postings might become public. Please see our Terms of Use for the standards of behavior that must be followed when using these portions of the Website. Children under the age of 14 are prohibited from providing any Personal Information on or to the Website. Provision of any such information would violate the Website's Terms of Use and this Privacy Policy.

**Our Use of Your Personal and Non-Personal Information and Data.** We will use your Personal Information for the purposes for which it was provided. For example, if you provide Personal Information to enter a contest or sweepstakes, we will use it to register you for the contest or sweepstakes. We may also use your Personal Information to provide you with information about features, services and other offerings that may be of interest to you. We also may send information or offers to selected groups of Website users on behalf of other businesses. When we do this, we do not give those businesses your name or address. Under certain circumstances (for example if you win a contest) we may post your Personal Information on the Website.

Cookies and similar tools may be used to relate your use of the Website and AA Data to Personal Information obtained from you. If any AA Data is linked with Personal Information, the linked AA Data will then be treated as Personal Information.

If you ask that we stop using your Personal Information, we will honor that request. However we will retain records of your Personal Information as needed in order to comply with applicable federal, state, or local law.

**Disclosure to Others.** We may disclose to third parties personally identifiable information collected online from persons over the age of thirteen (13). Any time we share Personal Information with a third party, we expect them to maintain and adhere to a privacy policy, but Winston does not and cannot guarantee maintenance and adherence by a third party to a privacy policy. We do not have any control over The CW Network, the 4Kids Network, or any other entity, and we are not responsible for any actions of those entities or any other third party. In addition, for third-party sponsored sweepstakes, contests or promotions, we may request personal information from you that may be shared with the sponsor upon request. In addition, we may disclose Personal Information without providing you with a choice under the following limited circumstances: (1) to protect the legal rights, privacy or safety of WBNX-TV, Winston, or its subsidiaries, affiliates or its or their employees, agents and contractors; (2) protect the safety and security of visitors to our Website or other properties; (3) protect against fraud or other illegal activity or for risk management purposes; (4) respond to inquiries or requests from public authorities; (5) permit us to pursue available remedies or limit the damages that we may sustain; (6) enforce our Website Terms of Use; or (7) comply with the law or legal process.

**Links to Other Websites and Third-Party Advertising.** Our Website contains hyperlinks that allow users to link directly to other websites operated by other parties. The links to these third-party websites are meant only for the convenience of users. The presence of links to third-party websites does not constitute our sponsorship, endorsement, or approval of the content, policies, or practices of the linked websites. Linked websites may collect personally identifiable information from children. Winston is not responsible for any information these linked websites may obtain, and we do not oversee their policies or practices in collecting information. Parental discretion should therefore be exercised in utilizing these linked sites. Anytime a user has left Winston's Website, the separate privacy policy of the third-party website should be examined.

Our Website may include third-party advertising. These third-party websites and advertisers, or the agents and companies that work on their behalf, may make use of technology to send the advertisements that appear on our Website directly to your browser. In many cases, they may automatically receive your IP address when this happens. They may also use cookies, Javascript, or other technologies to deliver advertisements to the Website or your browser, collect information about the effectiveness of their advertisements, and collect anonymous information about your visits to the Website, such as, without limitation, the number of times you have viewed an advertisement.

**Exclusions.** This Privacy Policy shall not apply to any unsolicited information you provide to Winston on or through this Website or otherwise. All such unsolicited information shall be deemed to be non-confidential, and Winston shall be free to reproduce, use, disclose and distribute such unsolicited information to others without limitation or attribution.

**Other Terms and Conditions.** Your access to and use of this Website is subject to the Website Terms of Use.

**Applicable Law.** Winston controls and operates the Website from the United States. The Website is not intended to subject us to the laws or jurisdiction of any state, country, or territory other than that of the United States. Please note that we do not represent or warrant that the Website is appropriate for use in any particular jurisdiction. Users who choose to access the Website do so at their own initiative and are responsible for complying with all local laws, rules and regulations.

**Security Disclaimer.** Please remember that no transmission of data over the Internet is guaranteed to be completely secure. It may be possible for third parties not under the control of Winston to intercept or access transmissions or private communications unlawfully. Accordingly, we do not ensure or warrant the security of any Personal Information you transmit to us. Any such transmission is done at your own risk. If you believe that the security of your interaction with us has been compromised, please notify us at [privacy@wbx.com](mailto:privacy@wbx.com).