

Privacy Policy

Hockeyadnetwork.com (the "Website") is an Internet property of Hockey Ad Network, LLC ("us" or "we"). Your privacy is important to us. This privacy policy is designed to inform you of what information Hockey Ad Network, LLC collects, why we collect such information and how we use the information we collect (this "Privacy Policy"). If you have any questions about this Privacy Policy, please feel free to contact us at pp_email@hockeyadnetwork.com. You agree to this Privacy Policy, in its entirety, when you access or use the Website. If you do not agree with the terms and conditions of our Privacy Policy, please do not use or access the Website.

Personally Identifiable Information:

In general, you can browse our Web Site without telling us who you are or revealing any Personally Identifiable Information ("PII") about yourself. We collect PII from this Website when you choose to provide PII to us. PII is any information that can be used to identify or locate a particular person or entity. This includes, but is not limited to: full name, physical address, telephone number, mobile number, email address or other contact information. When you submit your PII to us, you are giving us your consent to the collection, use and disclosure of your PII as set forth in this Privacy Policy. For example, you may choose to send us PII about yourself in an email or by completing an online form on our Website. Once collected, we will store your PII for a reasonable period of time for record keeping purposes. The information that we store is sometimes deleted as space requires or in the normal course of business.

Information Sharing:

Hockey Ad Network will not sell, share, trade or rent your PII to or with others, unless you have granted us permission to do so. Your PII is not shared with any third parties, except: (a) where necessary to conduct business; (b) in the case of a breach of an agreement between you and Hockey Ad Network, LLC; (c) where required by law, or requested by a court or governmental authority; (d) in the event of Hockey Ad Network, LLC bankruptcy, or if Hockey Ad Network, LLC is sold or acquired; or (e) where Hockey Ad Network, LLC determines, in its sole discretion, that such disclosure is necessary to protect the rights of Hockey Ad Network, LLC and/or a third party, or necessary to protect Hockey Ad Network, LLC from liability of any kind. We may collect and possibly share PPI and any other information available to us in order to investigate, prevent or take action regarding illegal or unlawful activities, suspected fraud, situations involving potential threats to the physical safety of any person or as otherwise required by law. We may also exchange PPI and any other information with other companies and organizations for fraud protection and risk reduction.

Examples of third parties described above that we may share your personal information with include: webhosting companies, fulfillment companies (e.g., companies that fulfill product orders), assemblers, data analysis firms, affiliates, third party consulting or marketing firms and e-mail service providers.

Providing Information:

If you provide Hockey Ad Network, LLC with PII, this information may be used to communicate to you information regarding Hockey Ad Network, LLC and its Products and services. For example, we may communicate to you information regarding promotions, Product or service updates. Your PPI may also be used to improve and customize our Website's content, layout, product offerings and services, and to better understand our users' demographics, interests, behavior and responses to marketing initiatives. In addition to the uses set forth above, if you contact us (and provide PPI) or submit a request or inquiry through our Website (and provide PPI), we will use your information to respond to your inquiry or request and to provide you with any other additional information that we believe may be helpful or interesting to you.

If you do not want to receive communications from Hockey Ad Network, LLC, you may elect to opt-out of receiving such communications. Please see the "Choice/Opt-Out" section below for more information.

Non-Personally Identifiable Information:

We collect Non-Personally Identifiable Information ("Non-PII") from Website visitors. Non-PII is information that cannot by itself be used to identify a particular person or entity, and may include the following as to you: IP host address, pages viewed, browser type, Internet browsing and usage habits, Internet Service Provider, domain name, time/date of visit to our Website, referring URL and computer operating system.

Internet Protocol ("IP") Address:

When you visit our Web Site, Hockey Ad Network, LLC collects your IP address in order, among other things, to help diagnose problems with its server, administer and tune the operation of its Website, analyze trends, track traffic patterns, gather demographic information for aggregate use, and track the date and duration of each session within our Website. Your IP address may also be used in combination with your PPI for fraud protection and risk reduction.

Cookies and Web Beacons:

We use "cookies" and web beacons to help us manage our Website. Cookies are small text files that contain a string of alphanumeric characters. Web beacons (also known as "1X1 pixels" or "clear GIFs") are small strings of code that provide a method for delivering a graphic image on a web page or in an email message for the purpose of transferring data. Web users have the option of blocking the use of cookies by changing a setting in their browser. Web users can

check their browser supplier's website for details on how to do this. Declining the use of cookies may render inoperable certain features of the Website. Where authorized by us, third parties may use cookies, Hockey Ad Network, LLC's web log files, web beacons and other monitoring technologies to compile aggregate statistics on Hockey Ad Network, LLC's behalf. The non-personal information that we collect is used to understand better and improve the usability, performance and effectiveness of our Website and marketing programs. We may share or transfer Non-PII with or to our affiliates, licensees and partners. We use cookies on certain pages of our Web Site in order, among other things, to analyze our web page flow, measure promotional effectiveness and track visits from our affiliates and partners. Hockey Ad Network, LLC does not use cookies to store or collect any PPI. Hockey Ad Network, LLC web pages may also contain electronic images know as Web beacons. These Web beacons allow Hockey Ad Network, LLC to count users who have visited certain Web pages or to deliver co-branded services. Additionally, Hockey Ad Network, LLC may use third-party advertising or content delivery companies to serve ads or images on our Website or on other websites on the World Wide Web. These companies may use web beacons to place a cookie on your computer. Doing this allows the third party to recognize your computer each time you visit certain pages or emails and to compile anonymous information. Information collected through these third party advertising companies is anonymous.

For more information about cookies and web beacons please visit <http://www.allaboutcookies.org/cookies/>.

Third Party Websites:

This Website may contain links to and advertisements for websites operated by third parties whose privacy practices may differ from those of Hockey Ad Network, LLC. While we endeavor to associate only with reputable entities, Hockey Ad Network, LLC cannot be responsible for the privacy practices of third party websites. We encourage you to check the privacy policies of all websites that you visit.

Minors:

This Website is not intended for visitors who are under eighteen (18) years of age. Hockey Ad Network, LLC does not knowingly solicit or collect information from individuals under the age of eighteen (18). If we determine that we have inadvertently collected PII from someone under eighteen (18), we will take reasonable steps to purge this information from our database. We encourage parents and guardians to spend time online with their children and to participate and monitor the Internet activities of their children.

Security:

All collected information is stored in a technically and physically secure environment. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect our end users' PII, we cannot ensure or warrant the security of any information that you transmit to us, and you do so at your own risk.

Once we receive the transmission of your PII, we make reasonable efforts to ensure its security on our systems. Access to this information is strictly limited and not accessible to the public. All our end users' PII is restricted in our offices. Only personnel who need the information to perform a specific job (for example a customer service representative) are granted access to PII. Personnel not adhering to our policies are subject to disciplinary action. In compliance with applicable federal and state law, we shall notify you and any applicable regulatory agencies in the event that we learn of an information security breach with respect to your PII. You will be notified via e-mail in the event of such a breach. Please be advised that notice may be delayed in order to address the needs of law enforcement, determine the scope of network damage, and engage in remedial measures.

Changes to this Privacy Policy and Notification of Changes:

Hockey Ad Network, LLC reserves the right to change or update this Privacy Policy at any time by posting a clear and conspicuous notice on the Website explaining that we are changing our Privacy Policy. All Privacy Policy changes will take effect immediately upon their posting on the Website. Please check the Website periodically for any changes. Your continued use of the Website and/or acceptance of our e-mail communications following the posting of changes to this Privacy Policy will constitute your acceptance of any and all changes.

Changing or Deleting your PII:

If the PII Hockey Ad Network, LLC has received information changes from you or you would like to revise such information, we will gladly correct or update any personal data you have previously provided to us. To request a change or update to your personal information, please send an e-mail to help@hockeyadnetwork.com. If you would like us to delete any PII that you have provided to us on our Website, please send your request to us at pp_email@hockeyadnetwork.com and we will process your request, where possible and subject to the terms and conditions of this Privacy Policy within a reasonable period of time after receipt.

Contacting the Website:

If you have any questions about this Privacy Policy or the practices of Hockey Ad Network, LLC, please feel free to contact us at help@hockeyadnetwork.com, or via postal mail at:

Hockey Ad Network, LLC
Attn: Privacy Officer

52 Sherwood Dr.
Larchmont, NY

We want to communicate with you only if you want to hear from us. To opt out of receiving communications from Hockey Ad Network, LLC: e-mail "unsubscribe" to help@hockeyadnetwork.com.

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