

28 th August 2013

PRIVACY POLICY – CONTENTTAP

Contents

1. Introduction

Your privacy is important, so ContentTap has created the following Privacy Policy to let you know what information we collect when you visit our website, why we collect it and how it is used.

The terms "you," "your," and "yours" refer to the customer using our website. The terms "Company," "we," "us," and "our" refer to ContentTap. This Privacy Policy is governed by our [Terms of Service](#). By using this website, you consent to the data practices described in this statement. We may periodically make changes to this Privacy Policy that we will include on this page. It is your responsibility to review this Privacy Policy frequently and remain informed about any changes to it.

2. What information is collected

"Personally identifiable information" means any information that may be used to identify an individual or a company, including, but not limited to, a first and last name, home or other physical address, an email address, company information, phone number or other contact information, whether at work or at home. When you use our website or services ContentTap may collect from you the following personally identifiable information: first and last name, city, state and zip code, email address, birthday, organization information and phone number. ContentTap also automatically receives and records information on our server logs from your browser, including your IP address, cookie information and the page you request. You can choose not to provide us with certain information, but then you might not be able to take advantage of many of our features.

ContentTap may keep a cached copy of the content you serve us as a part of your use of the service for an indeterminate amount of time, including media files and XML files. To assist in development, we may keep copies of HTTP requests and responses in your notification log, available only to you. If your web server does not specify that we can cache your content, we will not keep a cached copy of any text or audio data transmitted through our service during calls, but we may still maintain copies in your notification log. If data privacy is a concern, make sure your server does not allow us to cache such content, and contact us so that we may turn off other application logging around requests to and responses from your application. We may keep call log, notification log, billing/ payment, and other log data for at least six months from the date of entry.

3. How is such information used

ContentTap uses the personally identifiable and other collected information in a manner that is consistent with this Privacy Policy. If you provide personally identifiable information for a certain reason, we may use the personally identifiable information in connection with the reason for which it was provided. For instance, if you contact us by e-mail, we will use the personally identifiable information you provide to answer your question or resolve your problem. Also, if you provide personally identifiable information in order to obtain access to the ContentTap website or services, we will use such information to provide you with access to such services and to monitor your use of such services. Your personally identifiable information may be used to provide you with new product information and support services offered on the website, to notify you of technical updates or changes in policy, to improve the content and functionality of the ContentTap website and services, to help us better understand our users, or to deliver other services.

4. Is this information shared or disclosed

ContentTap is not in the business of selling your information. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your personally identifiable information with certain third parties without further notice to you, as set forth below:

- **Business Transfers:** As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, personally identifiable information may be part of the transferred assets. You acknowledge that such transfers may occur, and that any acquirer or successor of ContentTap may continue to use your information as set forth in this policy.
- **Related Companies:** We may also share your personally identifiable information with any entity that is affiliated with us for purposes consistent with this Privacy Policy.
- **Agents, Consultants and Related Third Parties:** ContentTap, like many businesses, sometimes uses other companies to perform certain business-related functions. Examples of such functions include mailing information, maintaining databases and processing payments. When we employ another company to perform a function of this nature, we only provide them with the information that they need to perform their specific function.

- **Legal Requirements and Other Circumstances:** ContentTap may disclose your personally identifiable information if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of ContentTap, (iii) act in urgent circumstances to protect the personal safety of users of the ContentTap website or services or the public, or (iv) protect against legal liability.

5. The security of your information

We will take reasonable precautions to protect personally identifiable information in our possession from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet or method of electronic storage is, however, 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personally identifiable information, we cannot guarantee its absolute security.

6. Cookies

Cookies are small text files stored by your browser in your computer when you visit our website. Cookies permit us to recognize users and avoid repetitive requests for the same information. Most browsers will accept cookies until you change your browser settings to refuse them. This privacy statement covers the use of cookies by ContentTap and does not cover the use of cookies by any other third party.

7. Your consent to this privacy policy

By using ContentTap, you agree to this Privacy Policy. This is our entire and exclusive Privacy Policy and it supersedes any earlier version. Our Terms of Service take precedence over any conflicting Privacy Policy provision. We may change this Privacy Policy by posting a new version of this Privacy Policy on this website which it is your responsibility to review. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting the personally identifiable information we collect. Your continued use of this website or ContentTap's services constitutes your agreement to this Privacy Policy and any updates.

8. Illegal content

ContentTap has established procedures to monitor the servers used by ContentTap for illegal content.

ContentTap will take down malware, pornography, child sexual abuse imagery, copyrighted or trademarked content when notified by a third party, or if our systems detect these types of content on the servers used by ContentTap.

ContentTap will contact the account administrator in the event content is taken down.

9. Legal disclaimer

ContentTap operates "AS-IS" and "AS-AVAILABLE," without liability of any kind. ContentTap is not responsible for events beyond our direct control.